



Shawnee Chamber of Commerce • Executive Director, Visit Shawnee Visit Shawnee Advisory Council (VS)

The Shawnee Chamber of Commerce is seeking a community oriented and forward thinking individual to serve as the Executive Director, Visit Shawnee. VS position reports to and is directly accountable to the President |CEO of the Shawnee Chamber of Commerce. The position will be reviewed based on professional job performance, meeting annual strategic and budget plans, and fulfilling job description activities at a satisfactory level. NOTE: This is an exempt position-longer work hours are required in some cases without extra compensation. This position may require the lifting and carrying of items around 20 pounds or greater.

The Community:

Home to the first territorial legislature and territorial governor in what later became the State of Kansas, Shawnee is now part of the Greater Kansas City Metropolitan Area. Shawnee is one of the fastest growing cities and the third largest city in Johnson County. Situated in the northwestern corner of the county between Interstate 35 and the Kansas River to the west and north, Shawnee's convenient location, sense of community, and parks and recreational opportunities have attracted new residents for decades. With a current population of more than 68,000 residents, the City's 42 square miles of land encompasses diverse residential neighborhoods including established neighborhoods, new subdivisions, lakeside estates, multi-family, townhomes, and senior communities. Top rated school districts, safe streets and neighborhoods, and nationally recognized parks and recreational opportunities are just some of the ways Shawnee offers the convenience and amenities of a big city while continuing to have a home town feel.

Emphases of Position:

- The emphasis for this position is to attract visitors, sports tournaments and other travel groups to the City of Shawnee and its hotel properties. An effective leader will promote travel and tourism as an integral part of the local Shawnee economy by promoting area attractions, facilities and events and emphasizing to potential and actual visitors all the advantages of visiting Shawnee.
- The Executive Director shall be the principal contact with local tourism attractions and facilities.
- The Executive Director shall direct the development all the mediums used for marketing and promotion of the Shawnee area: visitor's guides, website, social media, maps, magazines, publications, brochures, etc. to ensure quality, accuracy, timeliness, continuity and a unified branding message.
- Plan and execute social media promotions and campaigns designed to use those mediums as tools to attract visitors, accommodate them when in the community and create an environment that will motivate them to return for future visits.
- This position shall have the primary responsibility as the liaison and advocate on all travel and tourism related issues between the local hotel industry, the Chamber and City Officials.



Good Starts Here

shawnee-ks.com

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- This position shall work closely with the President | CEO & Executive Director, EDC and the city development team to recruit and retain hospitality related businesses with a special emphasis on hotel and entertainment related enterprises.

Knowledge, Skills, Abilities and Education:

- Bachelor's degree in hotel management, hospitality, business, marketing, journalism, communications, or related field is required.
- Prior experience related to the sports market segment of hospitality industry would be highly desirable. Prior experience in marketing historical sites or cultural museums.
- Prior experience with online or social media campaigns utilizing search engine optimization tools to enhance market presence.
- Demonstrated ability to attract new conferences or sports tournaments to a community.
- Experience in attraction and/or development of new tourist attractions or destinations.
- Prior experience with other organizations or associations that relate to travel & tourism and or economic development.
- Ability to work with broad and diverse mix of volunteers, businesses, and other staff.
- Excellent verbal and written communication skills are imperative.

Duties will include but not limited to:

- Attract new conferences, sports tournaments, and visitors to Shawnee. Serve as local liaison between hotels and attractions and travel groups.
- Work with existing conferences, sports tournaments, and other travel groups to ensure quality visitor experience and repeat visits.
- Represent Shawnee at industry trade shows, taking the lead on meeting with potential new sports tournaments or conferences as well as follow up and response to proposals.
- Manage pipeline of tourism activity to be reported on quarterly to Advisory Committee.
- Manage the Executive and full VS Advisory Committee including but not limited to preparation of formal documents such as agendas and meeting notes. Maintains all official documents of the committee.
- Prepare an annual report of the core program and marketing accomplishments.
- Maintain the statistical data of the number of inquiries and requests that are made for use in reporting in updates and annual reports.
- Work with local attractions, events, and festivals to attract visitors and enhance visitor experience.
- Recruit, train, coordinate and supervise all VS volunteers for hospitality tent at events.
- Conceptualize, plan, and implement the annual Shawnee Tourism Celebration that is traditionally held as the May luncheon for the Chamber.
- Prepare, in conjunction with the President | CEO, the annual VS budget request and strategic plan and represent the Chamber in its presentation to the City of Shawnee governing body for their annual approval.
- Maintain the role of liaison in supporting the local hotels, coordinating regular meetings with the general managers.
- Maintain current content and updates for the VS website in coordination with the Director of Marketing and Events.



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- Coordinates the design and production of all marketing materials necessary to implement the strategic plan.
- Coordinates the writing of articles and the production of photographs for publications and news articles on tourism activities and events.
- Develop and maintain an appropriate inventory of Shawnee and other local marketing materials for distribution in visitors and relocation packets that are requested by the public as well as all local hotels and travel centers.



Other Duties:

- Represent the organization in a professional manner in activities associated with the attraction of visitors to Shawnee including all local, regional and state professional tourism organizations and alliances.
- Serves as a position Board Member of the Friends of Shawnee Town 1929 under the governing bylaws of that organization.
- Assist Shawnee Chamber Government Affairs Committee with identifying state and local legislative issues that impact travel and tourism.
- Attend appropriate continuing education, staff training conferences and seminars as the budget permits.
- Support Shawnee Chamber of Commerce events and activities. Actively attend membership based meetings and events.
- Assist the President | CEO in other tasks as assigned.



Accepted by:

Name

Date

15100 W 67th Street • Shawnee, Kansas 66217
shawnee-ks.com
Equal Opportunity Employer

September 2022