

JOB DESCRIPTION

| | | | |
|---|------------------------|--------------------------------|--|
|  | Position Title: | Tourism Program Manager | Pay Grade: 4 FLSA: Non-Exempt |
| | Department: | Tourism | |
| | Reports to: | Tourism Director | |
| | Last Updated: | June 2025 | |

Job Goal

Manage current and future programming, processes, and initiatives of the Berea Tourism Commission. Manage the activities of planning staff members, communications staff, and administrative staff assigned to the programs.

Responsibilities (include but not limited to)

- Develop, implement, and manage all current and future Tourism programs and events
- Work with studio artists and strive to grow the LearnShops program by recruiting artist instructors.
- Promote programs, oversee projects, manage sales and ticketing platforms, and emphasize customer service as it relates to hospitality, tourism, the arts, and all programming efforts.
- Establish work plans and timelines to effectively execute programming, prepare and review program reports to the Berea Tourism Commission.
- Perform public speaking and represent the Commission as required.
- Maintains records and statistics for all events.
- Oversee all LearnShops Communications and invoicing for artist payments.
- Establishes work plan and staffing for each phase of the program and arranges assignments.
- Works closely with stakeholders to develop collaborations.
- Plans, directs, coordinates, and leads activities to ensure that established goals and objectives are accomplished.
- Attend meetings and programs outside of normal business hours.
- Performs other duties as required or requested.

Qualifications

- Bachelor's Degree in Theater, Business Administration, Planning, Public Administration, Marketing, Communications, or a related field.
- One to three years of experience in events management, program management, marketing, communications, or a related field with supervision experience.

- Must possess and maintain a valid driver's license.

Knowledge, Skills, and Abilities

- Extensive knowledge of strategies for marketing the city on a local, state, regional, and federal level.
- Thorough knowledge of managing programs from concept to completion.
- Ability to create databases, reports, and presentations.
- Ability to supervise program team members while assisting with the duties and responsibilities.
- Ability to train additional staff to assist with programs.
- Excellent public speaking skills.
- Ability to work/be available outside of normal business hours
- Ability to sit and stand up to eight consecutive hours, stoop/walk on flat and uneven surfaces, and reach overhead
- Ability to lift normal office equipment up to 30 pounds