

## **Atlanta Illinois Tourism Director**

Atlanta, Illinois, (pop. 1,669) is located in the middle of Illinois along Interstate 55 between Chicago and St. Louis. The City is well-known along Historic Route 66, because of it's Bunyon Giant (a fiberglass "muffler man" who holds a hotdog!). While the community is small it has much to offer tour groups and other cross-country travelers...learn more at [www.atlantaillinois.org/discover-atlanta](http://www.atlantaillinois.org/discover-atlanta).

### **Purpose**

The purpose of the Atlanta Tourism Director is to improve our community's economic base by increasing the amount of money people visiting Atlanta spend here. The focus of the Tourism Director's efforts will be on increasing money spent in the Atlanta TIF District and the Atlanta Business Development District through the effective use of strategic planning, leadership skills, community assets, building community and industry relationships, and marketing with both online and traditional communication channels.

### **Job Details**

- Part-Time position: 30 hrs/wk April – September 30 hrs/mo October – March (est. avg) Some nights and weekends may be required.
- Annual Contract (renews May 1): Starting Range \$20,000 - \$25,000
- The Tourism Development Director will work directly with the Mayor and the Administration Committee Chair.
- The Tourism Development Director will provide monthly reports to the City Council (written or oral).

### **Job Responsibilities**

- Operating Atlanta's Welcome and Visitor Center and American Giants Museum, in addition to ensuring the Historical Coal Mine exhibit, Hieronymus Carriage House, JH Hawes Grain Elevator and Route 66 High Striker are open during published hours.
- Ensuring visitors and tourists are welcomed and made aware of attractions, sites, activities, and experiences available to them (listed above) by working with the Atlanta Public Library, the Atlanta Betterment Fund, and local community members and volunteers to establish consistent operating hours and schedule hosts.
- Recruiting, training, and scheduling welcome center greeters and attraction tour guides.
- Work with tour organizers, (like tour bus groups, car clubs, motorcycle groups, bank clubs, churches, social groups, etc.) to schedule and host group tour visits to Atlanta.
- Assist with the City of Atlanta website content management, creating fresh, relevant content as needed and updating existing content when appropriate.
- Create and manage content for Atlanta Tourism's Facebook, Instagram and other social media accounts. This includes increasing followers, tracking statistics, and implementing marketing strategies for social media accounts.
- Track the number of tourist visits, so data can be collected, analyzed and used to improve operations and offerings to future visitors.
- Devise a method of monitoring the impact of tourism visits and events on economic growth for Atlanta's businesses (food & drink, lodging, retail and services).
- Manage Harvest Hosts visitor experiences with assistance of City Hall staff.

- Develop and execute Atlanta's annual marketing plan and advertising for both short- and long-term goals with City Council approval.
- Develop and manage the Tourism budget, making decisions on spending priorities, and keeping accurate and detailed records (including invoicing and payment receipts).
- Look for funding opportunities and write applications for tourism related grants, working with the Logan County Economic Development Partnership, Logan County Tourism Director, and other pertinent regional, state, and national organizations.
- Work with Atlanta businesses to incorporate and coordinate food and drink offerings/events to serve bus, tour, and large groups that choose to eat in Atlanta when visiting the community. This might also include event specials for road rallies, shows, and other events in Atlanta.
- Work with Atlanta's service stations, motel, bed & breakfasts, and other retail businesses to actively involve them in welcoming visitors and tourists to the community and marketing our attractions, sites, activities, and experiences.
- Gather data and prepare analysis of target markets and results from tourism marketing efforts to provide reports to Atlanta City Council.
- Create and distribute media kits and press releases.
- Create tourism marketing materials, including written content and photography.
- Plan and coordinate special events (cruise ins, vendor markets, townwide garage sales, etc.).
- Work with travel writers, bloggers, and Route 66 publications to promote Atlanta tourism.
- Network with local, regional, and national tourism organizations (ie. the Logan County Tourism Bureau, the Illinois Route 66 Scenic Byway Program, and the national Route 66 Road Ahead Partnership), keeping them advised of Atlanta attractions, events, and other information updates.
- Represent the City of Atlanta Tourism at approved conferences and promotion opportunities, including tv and radio talk programs.
- Participate in Illinois Scenic Byway and Illinois Route 66 Association.
- Monitor condition of tourism assets and advise when maintenance and repairs are needed.
- Explore ways to generate additional tourism revenue through development and sale of merchandise as well as through ways to collect donations.

This position is open until filled. The application review process will begin on Monday, April 3, 2023.