NATCHEZ CONVENTION PROMOTION COMMISSION (NCPC)
Natchez, MS
Job Announcement for Deputy Director

The Natchez Convention Promotion Commission/Visit Natchez (NCPC) is seeking applications for the position of Deputy Director. Interested candidates should submit resumes to the NCPC via email to info@visitnatchez.org, or via mail to Visit Natchez, 640 South Canal Street, Suite C Natchez, MS 39120.

APPLICATION DEADLINE: February 7, 2020, 5:00 p.m.

PRINCIPAL PURPOSE OF JOB: Under the general supervision of the Executive Director (ED), an incumbent in this position is responsible for assisting the ED in management of the Natchez Convention Promotion Commission (NCPC)/Visit Natchez operations and development and implementation of marketing strategies, policies and procedures, and promoting Natchez and Adams County and its facilities as a destination for leisure travel, group tours, conventions, conferences, meetings, and special events. Provides support to all staff members under the supervision of the ED. Serves as special project manager as directed by the ED. In addition, this position serves for and in place of the ED in his/her absence. Does related work as required.

SCOPE OF RESPONSIBILITY: The scope of responsibility is to work with the NCPC and Visit Natchez as a vital and contributing member of the team responsible for marketing and promoting all aspects of Natchez as a premier tourism destination.

ESSENTIAL JOB FUNCTIONS:
Duties include but are not limited to:

- Stands in for the ED when requested and keeps the ED informed at all times
- Manages day to day operations of the NCPC office to include full time, part time and volunteers
- Represents Natchez/Adams County and Visit Natchez within the tourism industry by actively engaging in associations and attending appropriate trade shows and functions
- Assists the ED in the development and implementation of the annual budget
- Monitors industry trends and reports to staff and ED
- Works closely with ED and CPA firm to manage monthly financials and ensure fiscally sound operation
- Works closely with ED and insurance vendors for policy renewals
- Researches and identifies market opportunities and develops short and long-term strategies with staff with objective of attracting overnight business
- Assists in the development of an annual sales/marketing budget and plan for all market segments with assistance of the ED and staff
- Assists with development of necessary promotional materials for all market segments
- Monitors the progress of the sales/marketing efforts with all staff and makes monthly reports to the ED
- Works with staff to develop advertising, including cooperative ads, and packages with tourism partners
- Works with staff and local hospitality partners to develop new events/festivals and improve current ones
- Coordinates the Annual Report with the ED
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- Pursues and recommends educational opportunities for staff
- Coordinates all special events for the NCPC and staff
- Represents the NCPC as specified by the executive director
- Prepares monthly reports to the NCPC
- Is knowledgeable about Natchez, our area, state and region
- Performs other duties as required

QUALIFICATIONS:

Education and experience:
- Bachelor’s degree from a four year college or university in marketing or related fields and four years of experience in the hospitality industry preferred
- Computer literate and possesses general knowledge of office equipment
- Ability to delegate responsibilities to proper departments
- Ability to relate positively with employees, clients, local and state hospitality partners as well as local, county and state officials
- Ability to work nights and weekends in excess of normal working hours
- Ability to travel on behalf of the NCPC
- Ability to make individual and group presentations
- Ability to exercise judgement, initiative, tact and diplomacy in a wide variety of public situations
- Ability to work in a fast paced environment with changing priorities and deadlines

Licensing and certifications:
  Possess a valid driver’s license

Knowledge, Skills, and Abilities:
- Excellent verbal and written communication skills; ability to communicate verbally in an effective manner and to give and follow oral and written instructions
- Familiarity with local cultural, recreational and service resources
- Demonstrated ability to work directly with public and individuals from diverse backgrounds
- Ability to work in individual and group settings
- Ability to initiate and complete projects and assignments in a timely manner
- Knowledge of hospitality and tourism industry

Physical Requirements:
- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is frequently required to sit and talk and hear. The employee is occasionally required to walk; use hands to finger, handle, or feel objects, tools or controls, and reach with hands and arms.
- The employee must occasionally lift and/or move light objects, materials, etc. Specific vision abilities required by this job include close vision and the ability to adjust focus.
- Ability to give and receive information through speaking and listening skills.
- Corrective devices may be used to meet physical requirements.
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**Work Environment:**
- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- The noise level in the work environment is usually moderate.

**SELECTION GUIDELINES:**
- The NCPC reserves the right to revise or change job duties as need arises.
- Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.
- The duties listed above are intended as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.
- The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

**PREFERENCE WILL BE GIVEN TO APPLICANTS WITH ANY OR ALL OF THE FOLLOWING:**
- Experience in the hospitality industry and/or experience in marketing and/or public relations.
- Experience in destination marketing.
- A bachelor’s degree in a related field ie. Journalism, marketing and PR.

**BENEFITS**
- Paid vacation and sick leave, health insurance, PERS retirement contribution, paid holidays, mileage reimbursement when company vehicles are not available for travel.

**SALARY**
- Salary commensurate with experience

**MISCELLANEOUS**
- Work hours are generally 8:30-5pm, Monday through Friday. Given the nature of the tourism industry, some evening and weekend work is required, along with some travel.

**CONFIDENTIALITY**
- This position requires access to marketing and sales data, financial statements, and other tourism-related information, all of which is considered confidential and employment agreement will require signing confidentiality agreement

**CREATIVE MATERIALS**
- Any and all creative material produced and elements created by the selected candidate for the NCPC and Visit Natchez during his/her employment will become the property of the NCPC as will all materials, film, negatives, art, code, etc. as well as campaign treatments developed but not utilized. The NCPC acknowledges certain legal constraints, and as such, requires universal releases for materials unless cost considerations, such as model releases, music, photographs, etc. become prohibitive.

**The Natchez Convention Promotion Commission is an equal opportunity employer to all qualified persons without regard to race, color, age, sex, religion, national origin or any other basis prohibited by law.**