JAY COUNTY DEVELOPMENT CORPORATION

Director of Tourism & Event Marketing

Job Description

Reports To	Executive Director, JCDC	**FLSA Status**	Exempt (Salaried)
Schedule	Full-time	**Location**	Portland, Indiana
Funding	JCDC / Jay County Tourism Commission contract	**Revised**	October 2026

POSITION SUMMARY

The Director of Tourism & Event Marketing leads Jay County's tourism promotion and destination development program under a contract between the Jay County Development Corporation (JCDC) and the Jay County Tourism Commission. This newly created, full-time position is responsible for building a countywide brand, growing overnight stays ("heads in beds"), and developing the events, marketing, and partnerships that bring visitors to Jay County.

The Director exercises independent judgment and discretion in the coordination and management of the county's tourism program, holds decision-making authority on operational matters such as marketing execution, event support, and partner relationships, and supports organizational management and business operations by tracking program spending and reporting results. The position reports to the JCDC Executive Director, with regular reporting to the Jay County Tourism Commission on program goals, metrics, and spending, and is fully funded through the JCDC/Tourism Commission contract.

ESSENTIAL DUTIES & RESPONSIBILITIES

The following outlines the primary duties of the position. It is not intended to be all-inclusive; other related duties may be assigned.

1. Assessment & Strategy

- Inventory community assets, venues, and events with tourism potential, including Arts Place, the Jay County Fairgrounds, and Event Center.
- Gather input from lodging owners, event organizers, and community stakeholders to identify Jay County's strongest draws for visitors.
- Establish a baseline for lodging tax collections, hotel occupancy, and event attendance, and set yearly goals and metrics with the Tourism Commission.

2. Brand & Marketing

- Work with a marketing firm to develop a unified countywide brand and tagline.
- Build and maintain a visitor-first website, social media presence, and email list.
- Oversee production of a travel guide, livability magazine placements, and billboard advertising.
- Use Placer.ai and other visitor data to measure the impact of marketing and events.

3. Event Development

- Lead revitalization efforts for the Vintage Bike Show and the Antique Engine & Tractor Show, both of which have seen declining attendance.
- Identify and pursue sport tourism opportunities, including an inventory of fields and courts suitable for tournaments.
- Administer a local event support fund, including written criteria, applications, and reimbursement.

4. Outreach & Representation

- Represent Jay County at regional and state travel trade shows, including the Northwest Indiana Travel Show, the Indianapolis Boat, Sport & Travel Show, the Indiana Tourism Conference, the Heartland Travel Showcase, and the TEAMS Conference & Expo.
- Join and actively participate in the Indiana Tourism Association, including its Marketing Summit and the Indiana Tourism Academy.
- Build relationships with hotels, event venues, and other tourism partners across the county.
- Ensure coordination and partnerships with other JCDC departments and the Jay County Chamber of Commerce.

5. Reporting & Accountability

- Prepare quarterly progress reports and an annual economic impact summary for the Tourism Commission.
- Track and report spending separately for destination marketing and local event support.
- Provide the Executive Director with the information needed for the semiannual report to the Jay County Tourism Commission on progress toward the approved work plan.

DECISION-MAKING AUTHORITY & INDEPENDENT JUDGMENT

In carrying out the responsibilities above, the Director of Tourism & Event Marketing is expected to:

- Exercise independent judgment and discretion in planning and carrying out marketing campaigns, events, and partner outreach without the need for immediate supervision.
- Make decisions on operational matters, including marketing placements, event logistics, vendor coordination, and prioritization of work, within the approved work plan and budget.
- Evaluate event support fund applications against written criteria and make funding recommendations.
- Analyze visitor, lodging, and attendance data to adjust strategies and recommend program improvements to the Executive Director and Tourism Commission.
- Represent JCDC and Jay County professionally with tourism partners, media, and state and regional organizations.

QUALIFICATIONS

Required

- Experience in marketing, event planning, destination management, or economic development.
- Strong written and verbal communication skills, including public speaking to boards and community groups.

- Proficiency with social media platforms, basic graphic design tools (such as Canva or Adobe Creative Suite), and website content management.
- Ability to work independently, manage multiple projects, and meet deadlines.
- Willingness to travel within and outside the county, including occasional evenings and weekends for events and trade shows.
- Valid driver's license.

Preferred

- Bachelor's degree in marketing, communications, tourism, hospitality, or a related field, or equivalent professional experience.

WORK ENVIRONMENT

Full-time, exempt position based in Portland, Indiana, with regular travel throughout Jay County and occasional overnight travel for conferences and trade shows. Evening and weekend work is required for events and trade shows.

ACKNOWLEDGMENT

This job description is intended to describe the general nature and level of work performed by the employee in this position. It is not an exhaustive list of all duties, responsibilities, or qualifications. JCDC reserves the right to modify duties and responsibilities as organizational needs change. This job description does not constitute an employment contract.

I have read and understand this job description and agree to perform the duties outlined above.

_____ _____

Employee Signature Date

_____ _____

Executive Director Signature Date