

ENGAGE FRANKLIN

7044 S. Ballpark Drive ■ Franklin, Wisconsin 53132 ■ CelebrateFranklin.com ■ 414-208-6300

Tourism Director Job Description

Job Summary

The Engage Franklin Tourism Director create and administer a marketing and promotional framework that allows all Franklin Tourism businesses to participate and to build revenue streams for Engage Franklin that create a sustainable future for the organization.

The right person has a collaborative spirit for concept, development and production, and the versatility to work with multiple internal and external stakeholders. Idea creation, innovation, and execution are essential to success in this role.

This description defines the type of work being performed by a person assigned to this position. It is not a complete list of all duties and responsibilities required by Engage Franklin.

Essential Duties & Responsibilities

- Serve as liaison between ROC Ventures and Franklin Tourism Commission.
- Collaborate with all tourism-based businesses in Franklin.
- Develop, review, purchase and distribute advertising, marketing programs and associated collateral, write and disseminate press releases.
- Manage promotions and public relations strategies and tactics.
- Identify target demographics, monitor competition, and adjust strategy accordingly.
- Maintain tourism website and social media platforms.
- Plan and execute events.
- Supervise and stock the Visitor Center and respond to requests for information.
- Develop and maintain partnerships with chambers, other Tourism Commissions and organizations, Franklin government and the media; and state, federal, and local stakeholders including Destinations Wisconsin and the Wisconsin Department of Tourism.
- Attend approved industry conferences and trade shows, establish professional networks, etc.
- Administer the Tourism Commission including their monthly meetings and other City commission and council meetings as needed, maintaining records and following Wisconsin open meetings laws.
- Attend ROC Ventures meetings.

Knowledge, Skills & Abilities

- Ability to maintain and interpret budget, financial reports, and government regulations.
- Ability to write reports, business correspondence, and organizational plans and procedures.
- Exercise independent judgment, discretion and initiative while utilizing tact and courtesy in frequent contact with business representatives, government officials and the public.
- Demonstrated skills in planning, organization and effective communication, including writing and public speaking.
- Knowledge of web development, social media management, Adobe Create Suite and Microsoft Office software including Word, Excel, PowerPoint, and Outlook.
- Graphic design skills desired.
- An Associates degree or equivalent training and experience in Tourism is desired.



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About Engage Franklin

Engage Franklin is a partnership between the Franklin Tourism Commission and ROC Ventures that was created to provide a city-wide tourism initiative to engage, promote, and support all tourism-based businesses in the City of Franklin. Engage Franklin and its Director will be the public face of tourism in Franklin and will manage the newly created Visitors Center at Ballpark Commons. This is not a position with the City of Franklin.

About the Partners

ROC Ventures

- **Mission** - ROC Ventures ("ROC") is committed to the mission of providing a 'return on community' through successful operation of product offerings where we live, work, and play.
- ROC Ventures owns over a dozen businesses, including baseball teams, soccer teams, entertainment centers, and haunts, and will 'share our voice' to maximize tourism efforts.

Tourism Commission

- **Mission** - To promote the City as the premiere destination in southeast Wisconsin for fun, business, entertainment & recreation; and to follow these Core Values:
MARKET: Engage in marketing activities designed to increase tourism awareness.
BRAND: Brand Franklin as a place that has high quality of life.
WELCOME: Support visitors and businesses.
DEVELOP: Engage in activities to bring additional revenue streams.
- The City of Franklin encompasses 17 parks on over 173 acres, 435 hotel/motel rooms, 69 eateries, and dozens of destinations for tourists to enjoy.

