



NATCHEZ CONVENTION PROMOTION COMMISSION (NCPC)

Natchez, MS

Job Announcement for Cultural Heritage and Tourism Manager

The Natchez Convention Promotion Commission/Visit Natchez (NCPC) is seeking applications for the position of Cultural Heritage and Tourism Manager. Interested candidates should submit resumes to the NCPC via email to visitnatchezjobs@gmail.com or via mail to Visit Natchez, c/o Human Resources, 640 South Canal Street, Suite C Natchez, MS 39120.

APPLICATION DEADLINE: Open until filled.

PRINCIPAL PURPOSE OF JOB: Under the general supervision of the Executive Director (ED), an incumbent of this position is responsible for encouraging, enhancing, developing, and expanding heritage tourism in Natchez, positively impacting the economic and social growth of Natchez, and pushing contributions to a more diverse and shared story that authentically represents the stories and people of Natchez past and present. The Cultural Heritage Tourism Manager has the opportunity to play an important role in the community in that heritage tourism has the potential to also promote community pride by facilitating people working together to enhance economic and cultural development. 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, with particular emphasis paid to cultural and heritage tourism products and offerings.

ESSENTIAL JOB FUNCTIONS:

Duties include but are not limited to:

- Develop framework for marketing and promoting the rich, historic diversity of Natchez, including:
 - Natchez Nation
 - Early African-American History
 - Ethnic heritages including French, British, Spanish, Jewish, Italian and Hispanic Heritage
 - Arts and culture
- Develop heritage tourism products, programs and events by actively participating with community organizations, voluntary/local history groups, tourism business, businesses, and individuals.
- Work with market researchers to obtain and assess visitor information about heritage tourism and customer satisfaction.
- Identify sources for ads and editorials to promote programming commensurate with cultural heritage.
- Identify opportunities for regional marketing to cross-promote heritage tourism (for instance: Mounds Trails, “Behind the Big House”, etc.).
- Identify publications (whether digital or online) that market to cultural heritage tourists, and works with the director and marketing team to create placement of material in those publications including content development and design.
- Participate with public relations employees, experts, or firms for opportunities directed toward cultural stories of all groups.
- Keep cultural heritage information updated (i.e. brochures, flyers, event calendar, website, etc.).
- Assist in the development of the annual marketing plan to encourage heritage tourism visitation.
- Be responsible for producing a weekly 30 second to one minute social media video highlighting cultural heritage tourism site of the week and providing to director for approval and posting.

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- Be responsible for developing different cultural heritage tour itineraries both in Natchez and in the Miss Lou and SW MS (eg. Civil Rights sites, African American sites, music sites, slave dwelling sites, Native American sites, Jewish sites, Italian sites, etc. that can be published online and in print form.
- Be responsible for working with tourism partners such as NAPAC, churches, National Park Service, Mississippi Department of Archives and History, Historic Natchez Foundation, and the Institute for Southern Jewish Life to create virtual tours of cultural heritage sites and offerings.
- Create a community outreach program that encourages product development with tourism partners and provide appropriate resources as needed.
- Create a community outreach that encourages further development for events during holidays and key dates such as the Martin Luther King Jr. weekend, Juneteenth and Rosh Hashanah and provide appropriate resources as needed.
- Identifies opportunities to work with the cultural arts community to develop programming and promotions
- Reviews Visit Natchez website and social media weekly to ensure that the entire range of Natchez tourism products are represented and provides any findings or recommendations to the director along with suggested additions or changes.
- Other work as directed by Executive Director.

QUALIFICATIONS:

Education and experience:

- Bachelor's degree from a four year college or university in heritage studies, history, marketing or related fields and four years of experience in the cultural heritage tourism industry preferred
- Computer literate and possesses general knowledge of office equipment
- Ability to coordinate responsibilities with other 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
- Knowledge of Natchez history, culture, and cultural heritage tourism sites

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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.

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 cultural heritage and tourism, hospitality industry and/or experience in marketing and/or public relations.
- Experience in destination marketing for historic locations.
- A bachelor's degree in a related field ie. cultural studies, history, 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.

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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.