

Madison County Tourist Development Council

Madison County, Florida

Job Description: Administrator, Tourist Development Council

Description: The Administrator supports the activities of the Tourist Development Council (TDC), a council that oversees and approves spending of tax funding to develop tourism in Madison County. This funding is guided by State Statute and is approved annually by the Board of County Commissioners of Madison County. The Administrator is responsible for the day to day activities for which this Council is responsible, for coordinating Council meetings, and other activities as specified below. This position ranges in scope from leadership and creativity to clerical and bookkeeping work.

This job twenty (20) hours per week, on average. Some weeks have longer hours and others shorter hours.

Reports to: Immediate reporting relationship is to a joint MCTDC/Chamber personnel committee of two appointees, one from the Council and one from the Chamber.

Administrator Activities and Responsibilities

Grant Funding: Tax funding is available to members of the public for advertising of events that will bring tourists to Madison County. The Administrator will facilitate the application for these funds, to include presentation to the TDC members, support to the applicant, payment for approved expenses to the applicant (providing documentation to the Clerk of the Court for payment), follow up/review of the event regarding fulfilling the mission of the event (bringing tourists to Madison County).

In addition, the Board of County Commissioners may direct the TDC Board to finance certain capital expenses which will bring tourists into Madison County. The Administrator will facilitate necessary activities related to TDC functions for directed funding by BOCC.

Advertising: Tax funds are allowed for advertising through a variety of media bringing tourists into Madison County. The Administrator will evaluate the value of each advertising opportunity, the outreach possible, and obtain analysis for the results obtained from the advertising.

From time to time, there will be a need for flyers and brochures generated by TDC. The Administrator is responsible for generating, distributing, and maintaining a supply of these.

The Administrator is responsible for TDC's advertising throughout Madison County of the availability of grant funding.

Social Media: Website management and updating for TDC, specific to Madison County, is the responsibility of the Administrator. Development of media and videos advertising Madison County tourism is the responsibility of the Administrator. Facebook, Instagram and other public communications are the responsibility of the Administrator.

Travel: Various bodies of Madison County will sponsor or participate in marketing of Madison County. The Administrator will participate when it best serves the needs of TDC as well as Involvement in

Visit Florida and Visit Natural North Florida activities that benefit and support Madison County, with the concurrence of the TDC Board. This may include monthly meetings or trade shows.

Community Activities: The TDC Administrator will be the representative to the Madison County Development Council. Attendance may be needed at Board of County Commissioners meetings, Madison City Council, Lee City Council, and Greenville City Council. Attendance may be needed at local community organizations such as Rotary, Kiwanis, Lions Club, Women's Club, and others from time to time in order to make the community aware of TDC grant funding availability or activities for tourism development. The Administrator will participate or attend events funded with TDC funds when feasible.

TDC Council Activities: The Administrator will take direction from the Council. Functions include development of strategic plan (to be reviewed annually), preparation and provision of meeting minutes, agenda, financial reports, reports of all activities between meetings, attendance and recording of Council meetings and workshops; meeting with and supporting board members for TDC related activities. The Administrator will assist the TDC members in collaborating with the Board of County Commissioners and city councils to develop the focus of tourism development and strategic planning.

The Administrator is responsible for the generation of analysis of all approved activities undertaken by TDC for the effectiveness of those activities.

The Administrator will prepare the annual draft budget for TDC's evaluation and approval before providing the approved annual budget to the Board of County Commissioners.

Office Activities: The Administrator is responsible to fulfill all office functions, to be available to TDC members, and members of the public. Office activities include clerical duties, bookkeeping duties, preparation and distribution of reports to various individuals and organizations, including financial reports, answering the telephone and welcoming visitors, maintaining the office in a clean and orderly fashion. The Administrator will manage the calendar for TDC activities and send out notices of meetings as needed, including fulfilling Sunshine Law requirements. This calendar management includes board, travel, funding, advertising and other commitments.

Abilities, and Desired Qualities

Abilities and desired qualities should include leadership, good organizational capabilities, bookkeeping and record keeping and filing skills, computer skills, including Word, Excel, Outlook, Power Point, Publisher, Adobe, Photoshop, and graphic layout and design, and QuickBooks. The Administrator will have excellent oral and written capabilities, to be utilized in answering the telephone, making presentations, and creating reports and letters. In addition, management of the TDC office, ordering supplies, maintenance of computers, software, printer, copier, and other technology needed for professional application of TDC functions is required.

The Administrator must have the ability to work well with Council members, county and city officials and employees, and members of the public. The Administrator is an ambassador of the County, welcoming and supporting all people who may be involved in building tourism in Madison County.

The Administrator will put together and manage a team of volunteers to support tourism projects as needed.

Training and Experience

College degree preferred or exchanged for applicable experience. Areas of study preferred include business, marketing, advertising, communication, or others that will support the requirements of this job. In addition, proven expertise in administrative management of similar programs as are implemented by the Tourist Development Council. Website development and management are integral to this position. Expertise with software programs essential to the administration of all functions is required for this job. Marketing experience, preparation of sales materials, and placement of advertising in various media. In addition, the Administrator is an experienced clerical expert, including typing, record keeping, filing, report generation.

Resumes may be submitted by emailing the Madison County Chamber of Commerce and Tourism at chamber@madisonfl.org