

## **Chamber & Tourism Specialist**

**Reports to:** Director of Chamber & Tourism

### **Position Summary**

The Chamber & Tourism Specialist supports the day-to-day operations of Chamber and Tourism programs through marketing coordination, event logistics, reporting, and program execution.

This role helps drive member engagement, visitor promotion efforts, Chamber programming, Tourism marketing initiatives, Rodeo Museum operations, grant documentation, board preparation, and community engagement, while managing multiple projects and timelines across all areas.

### **Who We're Looking For**

The Chamber & Tourism Specialist is someone who enjoys being part of a small but impactful team. This role requires a self-starter who is organized and dependable, who is able to balance multiple priorities at once, shift between projects, and stay on task while working both independently and collaboratively. The right candidate will be comfortable working with local businesses, volunteers, and community partners.

Strong communication skills and a professional, approachable demeanor are important, along with a willingness to learn. Because this position supports the Chamber, Tourism, and Rodeo Museum, the right person will appreciate a mix of business, community, and storytelling, helping showcase what makes Sikeston a great place to live, work, and visit.

### **Job Responsibilities**

#### **Tourism Operations**

- Maintain listings, attractions, and events in the Missouri Division of Tourism portal
- Support documentation and reporting for tourism marketing grants
- Provide Tourism information, track visitor data and maintain inquiry records
- Coordinate distribution of brochures and promotional materials
- Support advertising efforts including billboards and regional campaigns
- Execute Tourism marketing, promotions, and initiatives such as Sikeston Honors Veterans and the Scott County Church Tour
- Serve as a point of contact for museum visitors/gift shop and support increased traffic during events and peak times

#### **Chamber Operations**

- Support Chamber member recruitment and retention through outreach and engagement
- Assist with planning and execution of Chamber programs, events, and member-focused initiatives, including ribbon cuttings, Sikeston Young Professionals, luncheons, and more
- Manage Chamber-related communications, including routine member correspondence
- Run and maintain Chamber reports, tracking membership activity and engagement

### **Board & Governance Support (Chamber, Tourism & Rodeo Museum)**

- Prepare and distribute meeting packets and materials for board meetings
- Coordinate meeting communications and maintain board records
- Record meeting minutes and maintain organized board files and governance materials

### **Marketing & Communications**

- Plan and coordinate the annual community event meeting to gather event details, avoid scheduling conflicts, and build a comprehensive community calendar
- Gather content and help execute social media efforts for Chamber and Tourism initiatives
- Update and maintain website content to ensure timeliness and accuracy
- Coordinate and support press releases and promotional announcements
- Assist in developing visitor guides, rack cards, and other marketing materials

### **Qualifications**

- Ability to manage multiple projects and deadlines
- Experience with social media platforms and basic marketing tools
- Strong written and verbal communication skills
- Comfortable working with community partners and volunteers
- Proficiency in Microsoft Office and basic design tools (such as Canva) preferred

### **Position Details**

- Full time: M-Th 8:00 – 4:30 and F 8:00 – 3:30
- Salary range of \$48,000 - \$51,000 based on experience
- Benefits include health insurance, paid time off, and paid holidays
- Send resume, cover letter, and two professional references to [Taylor.Deere@Sikeston.net](mailto:Taylor.Deere@Sikeston.net) by 12pm May 13<sup>th</sup>
- Tentative start date: July 6<sup>th</sup>, 2026