



CAPC Job Description-Executive Director

1. Supervise the collection of the Advertising and Promotion sales tax using such personnel and agencies as necessary and serve as the Commission's legal representative for purposes of enforcing the A & P Tax Laws
2. Prepare the annual CAPC budget and supervise the collection and disbursement of funds as directed by the Commission approved budget
3. Supervise the development of the CAPC's annual marketing plan
4. Approve the copy, layout, design photography and placement of advertisements on behalf of the CAPC within its annual budget
5. Approve necessary adjustments in the CAPC marketing plans as dictated by space availability, changes in deadlines, short notice opportunity for exposure, etc.
6. Serve as the CAPC's liaison with other organizations
7. Exercise oversight of the Special Events Office and the management of the Auditorium
8. Arrange, participates in, and implements, as required, conferences and meetings of the CAPC and its Commissioners, and ensures appropriate notification to the media and Commissioners of the meetings
9. Establishes procedures that implement operational and/or fiscal policies
10. Interprets policies and procedures as established by the CAPC
11. Oversee the drafting of financial, statistical, narrative, and/or other reports as requested by the Commission
12. Signs in behalf of the CAPC, as delegated, his or her name to correspondence, requisition vouchers, and other forms of consequence
13. Responsible for oversight of the management agreement for the City Auditorium
14. Performs related duties as assigned
15. Pursues continuing educational opportunities
16. Initiates and coordinates the execution of the Marketing Plan in order to achieve the annually agreed upon percentage increase in either the amount of visitors to Eureka Springs, or as an alternative, the percentage in CAPC taxes collected, as determined by a consistent procedure of measurement
17. Coordinates marketing efforts on behalf of Eureka Springs with the State of Arkansas, Northwest Arkansas Tourism Association and other organizations

- 18. Supervise the Commission's staff and replace staff members as necessary for non-performance of duties or vacated positions**
- 19. Ensures CAPC compliance with all Arkansas Freedom of Information inquiries**

Updated: June 17, 2016