

WORK & PLAY IN ONE OF THE BEST PLACES TO VISIT & LIVE IN THE WORLD!

Eureka Springs, nestled in the gorgeous Ozark Mountains of progressive and growing NW Arkansas, is known for world-class downhill biking, the fine and performing arts, its National Register downtown, kayaking & trophy fishing, charming lodging, superb dining and attractions including caves, zip lines, ghost tours and a big cat & bear sanctuary, to mention only a few.

The Eureka Springs City Advertising & Promotion Commission (CAPC) exists to contribute to the economic growth of the City and area by developing and promoting Eureka Springs as a destination for leisure travel, recreation, meetings, conventions and events while enhancing visitor stays. The CAPC also provides advertising and promotional support to attractions, businesses, festivals and other activities bringing visitors to Eureka Springs.

The CAPC seeks an effective communicator, a highly-motivated, experienced destination marketing professional to manage staff and lead lodging and restaurants to further the mission and success of the CAPC. Advertising and media purchasing/management experience is paramount, as is communicating and working collaboratively with leaders in the lodging and restaurant industries, as well as with a Commission, staff and other local businesses and organizations to accomplish mutual goals. Working within a municipality, understanding state/local regulations re: public funds, FOIA regulations and budgeting are skills required for this position.

The Executive Director is a leader of area tourism, markets the City and area as a destination, generates/measures CAPC economic impact and enhances area quality of life. To this end, the CAPC targets promotion and sales efforts in key media markets while serving as a catalyst for destination-wide cooperation and tourism-specific development.

General Position Summary: Under the direction of the CAPC Commissioners, the Executive Director is responsible for day-to-day operation and management of the CAPC. This position requires experience with and knowledge of management principles, the ability to communicate effectively, the skill to motivate, measure and supervise employees (including hiring/firing), staying current with tourism industry trends, and representing the Commission in a positive manner in region, state and community/public affairs.

In addition, the Executive Director should have a Bachelor's Degree in Communications/Hospitality/Tourism/Advertising/our other pertinent degree. The Executive Director should enjoy living in/near the unique City of Eureka Springs.

Please submit form, cover letter and resume (with 3 business references, one from a person who has worked FOR you) by e-mail to Carol Wright, Chair, Eureka Springs CAPC Commission, carolmanley4783@gmail.com by 4/1/519, 5pm. Incomplete submissions will not be reviewed.