

PRESIDENT

Visit Bardstown | Bardstown, KY





Bardstown

— Bourbon Capital of the World —

A community teeming with spirit, whether it be small-town charm, southern hospitality, or the one for which we're most famous - bourbon. See why our small-town spirit is so beloved around the world. With 11 unique distilleries within 16 miles of Court Square, Bardstown is the ultimate bourbon getaway. We're like wine country, but with a southern accent.

In fact, there's more than bourbon in The Bourbon Capital of The World. Bardstown has been declared The Most Beautiful Small Town in America by Rand McNally and USA Today. Settled in 1780 and built for strolling, downtown Bardstown is home to nearly 200 buildings listed on the National Register of Historic Places. But small-town charm is nothing without people, and Bardstown is the kind of place where anyone you meet would be more than happy to lend you a cup of sugar for your mint julep.

[Attractions](#) [Bars & Pubs](#) [Entertainment](#) [Food](#) [History](#) [Kids & Families](#) [Outdoors & Wellness](#) [Shopping](#)

Sip history from the source

The way they tell it around here, it all started with Elijah Craig. In 1789, the Baptist minister was the first to age bourbon in oak barrels. That technique, and the spirit that flowed forth, has helped shape Bardstown and its residents' lives in the more than two centuries since.

Today, Bardstown is a welcoming community of 13,000 friendly folks eager to share their passion for the craft of bourbon. Visitors can tour our 11 local and regional distillery experiences, and even enjoy bourbon-inspired dining, bourbon history and bourbon shopping. Bardstown is a worthy addition to your bucket—or barrel—list.

Step off the beaten path and onto the Bourbon Trail

Bardstown is an Official Gateway to the Kentucky Bourbon Trail, and a must-book stop for all of the rest. Nowhere in Kentucky—or the world for that matter—can you find as many bourbon distilleries in such proximity. No matter what direction you're headed, you'll experience scenic drives of rolling hills and rickhouses amongst bourbon's greatest brands.

[Come Find Bourbon](#) [Craft Bourbon Trail](#) [Kentucky Bourbon Trail](#) [Urban Bourbon Trail](#)





The President will supervise all Visit Bardstown staff and will be in charge of the day-to-day operations of the Visit Bardstown office. This person will play a crucial role in financial oversight, managing a \$1.6 million budget. Furthermore, the individual will be responsible for conducting comprehensive research on grants and other funding opportunities across local, state, and federal levels.

This role entails driving action around four strategic initiatives:

- Develop/implement a comprehensive performance-based marketing, promotions, advertising, media, and public relations program for Bardstown-Nelson County.
- Represent Bardstown-Nelson Co. Tourism with the KY Department of Tourism, the KY Tourism Council, the KY Association of CVBs, and other local, state, and regional tourism organizations.
- Work closely with NCEDA to ensure elected and appointed officials, the media, the business community, and taxpayers understand the economic importance of tourism.
- Working as a team with all the NCEDA Partners for Progress organizations, including the Nelson County Economic Development Agency, Bardstown Industrial Development Corporation, Bardstown Mainstreet, Bardstown-Nelson County Chamber of Commerce, and the Bourbon Capital Alliance.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop and implement a comprehensive performance-based marketing, promotions, advertising, media, and public relations program for Bardstown-Nelson County.
- Provide strategy and insight to ensure the continuous growth of Bardstown-Nelson County.
 - Develop strategies, programs, and policies to promote tourism.
 - Plan new research-based advertising strategies for current and subsequent years to increase leisure travel market share.
 - Preparation for each Executive Committee and Board of Directors meetings in such a manner that each group has adequate information to make informed decisions.
 - Ensure preparation and submission of monthly financial and activity reports to the Executive Committee and Board of Directors.
 - Produce and present annual reports to secure annual funding.
- Implementation of marketing campaign, The President will work with the staff on developing sound marketing, advertising, and communication plans.
 - Oversee creative message development.
 - Oversee marketing plan; prepare and release press kits to media, tour operators, and travel agents.
 - Build campaigns and stories for unique selling points.
 - Oversee the design and production of marketing materials/publications.
 - Gather data and prepare annual tourism situational analysis for the Board.
- Market Bardstown-Nelson County as a tourism destination and stimulate a positive economic impact on the community.
 - Create strategies for economic development/growth.
 - Promote attractions and community events to visitors.
 - Presence at community events; Spokesperson for the Commission.
 - Assist in PR activities and hosting journalists.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Represent the Bardstown-Nelson County Tourist Commission with the KY Department of Tourism, the KY Tourism Council, the KY Association of CVBs, and other local, state, and regional tourism organizations.
 - Work with the staff on attending major industry travel and trade shows; Implement a comprehensive marketing and media plan for these events.
 - Attend meetings, seminars, conventions, tradeshow, and workshops to enhance tourism knowledge and stay informed of changes within the tourism industry, and network with other similar organizations.
 - Develop relationships with regional, national, and international tourism-based publications and writers, tour operators, and travel agents.
 - Build, nurture, and/or strengthen relationships with all local tourism-related attractions, lodging providers, businesses, and start agencies providing tourism assistance and coordination in order to position Bardstown-Nelson County as a leader and collaborator in tourism.
 - Establish and maintain regular contact and communications with the recreation, tourism, and convention-related businesses, including hotels/motels, restaurants, and attractions in Bardstown-Nelson County.
 - Work with the staff and design, develop, and conduct familiarization tours of Bardstown-Nelson County for media, event planning, tour operators, and travel agents.
- Work closely with NCEDA to ensure elected and appointed officials, the media, the business community, and taxpayers understand the economic importance of tourism.
 - Provide education program for hospitality segment on history and attractions/events of Bardstown-Nelson County.
 - Develop and conduct ongoing public awareness and education programs designed to enhance appreciation of Bardstown-Nelson County.
 - Disseminate pertinent information to keep business/property owners informed and up to date.
 - Implement measures to share how publicity is being generated for Bardstown-Nelson County as a tourism destination.

CORE COMPETENCIES

- Adapting and responding to change.
- Analytical thinking and problem-solving.
- Coping with pressures and setbacks.
- Creating and innovating.
- Deciding and initiating action.
- Entrepreneurial thinking and business innovation.
- Persuading and influencing.

QUALIFICATIONS

- A Bachelor's Degree or significant Executive work-related experience is required.
- Marketing, Public Relations, or a closely related field is preferred.
- Minimum of 5 years of senior-level experience in the tourism or hospitality sales industry. Understanding and experience with the policies and procedures, organization, and function of a Tourism Department is important for success in the role is required.
- Excellent organizational skills; strong attention to detail.
- Excellent oral and written communication skills; previous experience in public relations and public speaking.
- Demonstrated success in short and long-term planning.
- Strong background in marketing and sales, including digital and social media.

QUALIFICATIONS

- The ability to travel.
- Work in a self-directed, independent environment.
- Proactive, innovative approach to business; energetic, imaginative, and self-motivated.
- Technology Savvy.
- Capable of exercising independent judgment, discretion, and initiative while utilizing tact and courtesy in frequent contact with business and industrial representatives, government officials, and the general public.
- Existing knowledge of Kentucky and Bardstown-Nelson County culture, history, and tourist attractions is preferred.
- Prior experience working with Board of Directors is preferred.
- Previous experience with a Convention and Visitors Bureau is preferred.

KEY CHARACTERISTICS

- Strategic
- Collaborative
- Good Listener
- Humble & Relatable
- Excellent Communicator
- Creative & Innovative
- Relationship Builder
- Transparent & Open
- Engaged & Engaging
- Diplomatic
- Inclusive
- Consensus Builder

TOP PRIORITIES

- Continue successful initiatives and programs that successfully build awareness and visibility for Bardstown & Nelson County, resulting in increased visitation within the target market segments.
- Build relationships with key stakeholders, including elected city and county officials, hotel and hospitality partners, business owners, and residents, and get to know the destination.
- Evaluate the existing organization, including, but not limited to, marketing plan, staff, organizational structure, budget, mission, governance, policies, and procedures.
- Create and execute a new organizational strategic plan.
- Ensure that Diversity, Equity, and Inclusion is woven into the fabric of the organization and strategic plan.



Nicole Newman

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If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Nicole Newman.

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.