



## Jeff Davis Parish Tourism Director

**Are you passionate about showcasing Jeff Davis Parish's unique charm and vibrant culture?** Do you have a proven track record of developing and executing successful tourism strategies? If so, we invite you to apply for the Jeff Davis Parish Tourism Director position!

### About Jeff Davis Parish:

Jeff Davis Parish offers a rich tapestry of experiences, from the fascinating history of the Tupper Museum to the flavorful delights of Bayou Rum and the exciting encounters at Gator Chateau. We're seeking a dynamic leader to elevate Jeff Davis Parish as a premier tourist destination, highlighting our unique attractions and fostering growth within our local tourism industry.

### Job Summary:

The Jeff Davis Parish Tourism Director will be responsible for developing and implementing comprehensive tourism strategies to attract visitors and boost the local economy. This role requires a highly motivated and creative individual with strong leadership, communication, and organizational skills.

### Primary Responsibilities:

- **Strategic Leadership:** Develop and execute innovative marketing strategies to promote Jeff Davis Parish as a leading tourist destination. Stay informed on industry trends and best practices to enhance tourism efforts continually. Report ongoing events and present new ideas to the board at monthly meetings.
- **Tourism Development:** Create, grow, and serve as the primary contact for tourism-related activities, events, and itineraries for individuals, groups, and motor-coach tours. Develop and distribute new tours, itineraries, and packages in collaboration with stakeholders.
- **Partnership Building:** Network with local, regional, and state tourism partners (e.g., Explore Louisiana and Louisiana Travel Association) to generate travel and media opportunities. Work closely with local tourism operators such as The Tupper Museum, Bayou Rum, and Gator Chateau to foster cooperation and cross-promotion. Maintain relationships with local farmers and community members to organize unique experiences such as crawfish and rice farm tours.
- **Welcome Center/Gator Chateau Management:** Oversee the operations and staff of the Welcome Center/Gator Chateau to ensure a high-quality visitor experience. This includes, but is not limited to, recruiting and training docents to be knowledgeable and capable of caring for and presenting alligators. Serve as the primary contact for Louisiana Wildlife and Fisheries, ensuring compliance with regulations and fostering partnerships that benefit local tourism.



- **Event Planning & Execution:** Plan, organize, and participate in events like the Stearman Fly-In and other special tourism-related initiatives. Develop and oversee special events to attract visitors and enhance the parish's profile. Coordinate and execute familiarization (FAM) tours to showcase Jeff Davis Parish's attractions.
- **Visitor Engagement:** Manage visitor inquiries and provide engaging and informative resources to enhance their stay. Follow up with all clients, partners, and leads to nurture relationships and ensure high satisfaction.
- **Marketing & Promotion:** Represent Jeff Davis Parish at trade shows, summits, and tourism-related events to increase visibility and knowledge.
- **Grant Writing:** Research and apply for grants to support tourism initiatives.

### **Qualifications:**

- A bachelor's degree in management, marketing, public relations, or a related field is preferred.
- Proven experience in tourism development, hospitality and/or marketing is preferred.
- Strong leadership, communication, and interpersonal skills.
- Excellent organizational and project management abilities.
- Knowledge of the Louisiana tourism landscape is a plus.
- Passion for promoting Jeff Davis Parish and its unique offerings.

### **Compensation and Benefits:**

- Salary range: \$60,000 - \$80,000 depending on experience.
- Comprehensive health insurance.
- Participation in the Louisiana State Retirement System.

### **To Apply:**

Please submit your cover letter and resume to [applyjdptc@gmail.com](mailto:applyjdptc@gmail.com).

**Deadline to apply:** April 6, 2025

**Jeff Davis Parish is an Equal Opportunity Employer.**