

Buchanan County Tourism Director

JOB POSTING

Location: Independence, Iowa, with travel throughout Buchanan County.

Position Type: Full-time with flexible scheduling based on job duties and organizational needs

Reports To: Buchanan County Economic Development Commission (BCEDC) Executive Director

Application Review: Applications received by Monday, August 24, 2026, will receive first consideration. The position will remain open until filled.

Position Summary

The Buchanan County Economic Development Commission is seeking a creative, motivated, and community-minded professional to serve as Buchanan County Tourism Director. This position leads countywide tourism marketing and development, promotes local businesses and visitor experiences, and provides marketing and social media support for BCEDC.

The Director will be a strong communicator, relationship builder, self-starter, and independent worker who can manage multiple priorities, create engaging content, pursue grants and sponsorships, grow membership and revenue, and move projects from concept to completion. Applicants with strong demonstrated skills from professional, volunteer, entrepreneurial, academic, or independent work, are encouraged to apply.

Primary Responsibilities

Marketing and Communications

- Build on and continue to implement a countywide tourism marketing plan that promotes Buchanan County communities, attractions, events, outdoor recreation, businesses, and quality-of-life opportunities.
- Manage tourism and BCEDC social media, websites, email communications, photography, video, digital advertising, and other promotional platforms.
- Create consistent, engaging content and maintain professional branding across all marketing channels. Proficiency with Canva or related platforms is essential.
- Identify new audiences, travel trends, partnerships, and promotional opportunities that increase visitation and engagement.

Publications, Membership, and Revenue

- Lead the development, advertising sales, production, and distribution of the annual Buchanan County Visitors Guide and Buchanan County Amish Map.
- Build relationships with the Amish community and promote participating businesses and visitor experiences.
- Plan and carry out the annual membership drive, recruit and retain members and maintain accurate records.
- Secure advertisers, sponsors, cooperative marketing partners, and other revenue-generating opportunities that support tourism programs.

Tourism and Partnership Development

- Build strong relationships with communities, attractions, lodging properties, restaurants, retailers, event organizers, businesses, members, and tourism partners.
- Support the development of events, attractions, trails, public art, visitor amenities, and other tourism-related projects.
- Plan, coordinate, and support countywide festivals, special events, familiarization tours, media visits, and promotional initiatives.
- Represent Buchanan County at community, regional, and statewide meetings, conferences, and tourism events.

Grants, Administration, and Performance

- Research, write, submit, and administer grants that support tourism, marketing, community development, recreation, events, and visitor experiences.
- Coordinate project budgets, contracts, vendors, reimbursements, reports, documentation, deadlines, and routine QuickBooks accounting.
- Develop annual goals, work plans, content calendars, publication schedules, membership plans, and budget recommendations.
- Track results through visitor data, digital analytics, campaign performance, membership and advertising revenue, and regular reports to BCEDC leadership.

Qualifications and Desired Skills

- A specific degree or set number of years of experience is not required. Candidates will be evaluated on demonstrated skills, relevant experience, community involvement, creativity, leadership, and their ability to successfully perform the position.
- Strong written, verbal, interpersonal, public-speaking, and persuasive communication skills.
- Experience or demonstrated ability in marketing, social media, content creation, photography, video, graphic design, website management, publications, or related creative work.
- Proficiency with Canva is required. Experience with website platforms, email marketing tools, digital advertising, photography, or video-editing tools is preferred.
- Ability to build positive relationships with businesses, community organizations, volunteers, elected officials, members, tourism partners, and the Amish community.
- Strong organization, attention to detail, and the ability to manage multiple projects, records, budgets, and deadlines.
- Experience with basic QuickBooks accounting or the ability to learn it with assistance.
- Ability to research and learn to write grants, develop sponsorships, support membership growth, and manage reporting requirements.
- A self-starter and independent worker who takes initiative, solves problems, adapts to changing priorities, and follows projects through to completion while collaborating effectively with others.
- Tourism, hospitality, marketing, economic or community development, nonprofit, event, sales, grant-writing, public-relations, or related experience is helpful but not required.
- Valid driver's license and reliable transportation.
- Ability to lift up to 40#

Work Requirements and Compensation

This is a full-time position based in Independence with flexible scheduling and the option to complete some duties remotely when responsibilities allow and with approval of the BCEDC Executive Director. Regular in-person work, travel throughout Buchanan County, occasional regional or statewide travel, and some evening and weekend work are required. The Director must be comfortable working independently, representing the organization publicly, and adjusting priorities as opportunities arise.

Salary and Benefits: \$44,000-\$50,000 annually, depending on qualifications and experience. Benefits include participation in the Iowa Public Employees' Retirement System (IPERS), phone stipend and mileage.

Why Buchanan County?

Buchanan County offers small-town hospitality, historic and cultural attractions, outdoor recreation, Amish businesses and experiences, locally owned businesses, and authentic Iowa destinations. The Tourism Director will help shape how these stories are shared, strengthen countywide partnerships, grow membership and revenue, and build tourism as an important part of the county's economic future.

Application Instructions

Applicants should submit:

- A cover letter describing their interest in the position
- A current resume
- Three professional references
- Relevant work samples demonstrating skills in any or all of these areas: social media, graphic design, photography, video, publications, marketing materials, or writing. Attach sample files and include links to online portfolios or shared digital folders when applicable. Professional, volunteer, academic, or independently created examples are acceptable.

Application materials should be emailed to:

Lisa Kremer, Executive Director

Buchanan County Economic Development Commission

director@growbuchanan.com

Email subject line: Buchanan County Tourism Director Application

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The Buchanan County Economic Development Commission is an equal opportunity employer.