



City of Texarkana, Arkansas Job Announcement

216 WALNUT STREET TEXARKANA, AR 71854
CITYOFTEXARKANAAR.COM - 870-779-4997 - SKYLAR.KRAUSE@TEXARKANAAR.GOV

A&P COMMISSION EXECUTIVE DIRECTOR (FULL-TIME)

SCOPE OF RESPONSIBILITIES:

Lead the Advertising & Promotion Commission's tourism marketing and promotional programs to attract visitors, support local hospitality businesses, and strengthen Texarkana's image as a destination. Coordinate Commission initiatives, partnerships, budgeting, and performance reporting in accordance with Commission direction.

SUMMARY OF ESSENTIAL DUTIES:

- Develop, implement, and evaluate tourism marketing, advertising, communications, and public relations strategies.
- Coordinate digital and social media campaigns, promotional materials, and media relations.
- Build partnerships with hotels, restaurants, City departments, tourism organizations, businesses, and community groups.
- Coordinate promotion of Commission-supported events and provide marketing assistance to funded organizations.
- Prepare and administer the marketing budget; monitor spending and support accountability for Commission-awarded funds.
- Set measurable program goals; prepare and present quarterly reports on marketing results and funded initiatives.
- Maintain stakeholder communication, represent the Commission at industry meetings, and identify tourism opportunities.
- Coordinate implementation of Commission-approved priorities and provide information needed for Commission decision-making.

QUALIFICATIONS:

- Bachelor's degree in marketing or related field, graduate degree desired.
 - 3-5 years of marketing experience.
 - Demonstrated ability in marketing strategy, communications, public relations, budget management, stakeholder relations, and written and verbal communication.
 - Strong analytical, organizational, and computer skills.
 - Experience working with volunteers.
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SALARY RANGE: \$75,836.80-\$85,924.80

Applications and resumes will be accepted until the position is filled. Applications and resumes may also be faxed to (870)330-0059; emailed to ar-employment@txkusa.org; or be filled out online at https://texarkanaar.gov/departments/human_resources/employment_opportunities.php. The City of Texarkana, Arkansas is an Equal Opportunity Employer and provides all applicants and employees equal opportunity without regard to race, color, sex, religion, national origin, age, marital or veteran status, or any other legally protected status.