



## **Position**

City Manager – independent contractor

## **Responsibilities**

Including, but not limited to the following:

- Develop tour routes and talking points for each
- Identify targets and develop sales strategy for each
- Oversee and conduct business development efforts to targets
- Develop referral sources in the market through networking events, hotel visits (concierge, sales staff, etc), business outreach, Destination Management Companies (DMCs), convention & visitors bureau, etc.
- Secure local sponsorship partnerships with area businesses. Sponsorship structuring could be financial or a value-add to participant experience (goodie bag inclusion).
- Coordinate tour guide staffing / training
- Maintain and update online tour reservation system
- Assist with website updates, edits
- Social media marketing

## **Support received**

- National marketing outreach from Running Tours USA
- Liability coverage
- Dedicated Running Tours USA email address
- Training for our online tour reservation software
- Assistance and strategies with getting connected and becoming involved with local Chamber of Commerces and/or Convention & Visitors Bureaus

## **Qualifications**

- Love for running
- Love for sharing your passion of your city to visitors
- Outgoing personality
- Organized and professional
- Entrepreneurial spirit

## **To apply**

Send cover letter and resume to Joe Fleenor – [joe@runningtoursusa.com](mailto:joe@runningtoursusa.com)