

Illinois Lincoln Highway Coalition Job Description

Job Title: Byway Coordinator

Date: January, 2010

Job Summary

This is a PART TIME position within the Illinois Lincoln Highway Coalition, the management agency for the Illinois Lincoln Highway National Scenic Byway. It is maximum schedule of three (3) days per week, 7.5 hours per day (schedule may be flexible).

Assist with overall byway administration, focusing on initiatives for the strategic plan and interpretive plan implementation, marketing and public relations coordination, community product development assistance, consumer inquiry fulfillment and tracking, as well as liaison between organization and community and business partners. Direct reporting responsibilities to the Project Director and ultimately the Board of Directors.

Job Duties

1. Manages overall business and programs on a day-to-day basis, including but not limited to, administrative budget, project grants, marketing projects, and office management.
2. Under direction of the Project Director, assists with the coordination and implementation of current marketing and business strategies as outlined in the strategic plan.
3. Coordinates byway marketing programs for the byway, including, but not limited to, advertising, lead generation and fulfillment, cooperative advertising, web site, and sales collateral materials (printed brochures/itineraries, discount programs, premium items, direct mail, fulfillment pieces).
4. Oversees public relations efforts for the project, including news releases, press conferences, and media familiarization tours etc. and tracks all efforts.
5. Schedules and coordinates local, state, regional and community meetings regarding ILHC.
6. Assists with the creation of the ILHC partner electronic newsletter, distributed monthly.
7. Coordinates and maintains various databases
8. Serves as primary customer service representative for in-bound 800# calls, web site inquiries, and advertising responses.
9. Coordinates with other Illinois byways, Illinois Department of Transportation, Federal Highway Administration, National Scenic Byway Resource Center and Illinois Bureau of Tourism.
10. Performs other duties as assigned.

Accountability

1. Ensures completion of projects and programs within the requirements set out by the Strategic Plan.
2. Ensures completion of projects and programs within the requirements set out by the Interpretive Master Plan and consultant team.
3. Works in cooperation with the ILHC Project Director, as well as staff and Board of Directors, to ensure that goals and objectives are met.
4. Works in cooperation with the Illinois Department of Commerce and Economic Opportunity/Bureau of Tourism and the Northern Illinois Tourism Development Office on policies, procedures, and granted projects.
5. Provides up-to-date financial information for organization on a monthly, quarterly and annual basis as required, working with accountant.
6. Maintain all databases so that information is current at all times.
7. Submits both oral and written reports on the progress of projects underway within the program to Board of Directors.

Equipment, Aids, Tools

Knowledge of standard office equipment to include Microsoft Office, Publisher, QuickBooks, DreamWeaver, etc. Willing to learn administrative side of website maintenance for ILHC web.

Working Conditions

Office environment. Willing to work evenings and weekends as required. Office is maintained in shared space with the staff of Northern Illinois Tourism Development Office in Belvidere Illinois, established office hours are Monday-Friday, 8:30 a.m. – 5:00 p.m.

Knowledge, Skills and Abilities

Requires strong marketing, management, sales and administrative experience. Requires excellent verbal and written communication skills. Knowledge of creative process as it relates to concept development and production of marketing materials. Excellent organizational skills a must. Ability to work closely and successfully with a board of directors, community volunteers, and a variety of organizations. Knowledge of Illinois Lincoln Highway helpful, but not required.

Education/Experience

Desired minimum three to five years tourism, marketing and/or management experience.

For further information contact:

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Absolutely No Phone Calls