



Lead Tourism in Northwest Tennessee's Premier Outdoor Destination

Now Hiring: Tourism Executive Director

Obion County Tourism Board, Inc. | Obion County, Tennessee

The Obion County Tourism Board, Inc. is seeking an energetic and visionary Executive Director to lead destination marketing and tourism development efforts for one of Northwest Tennessee's most unique visitor destinations. This position offers the opportunity to shape the future of tourism in Obion County by enhancing visitor experiences, and driving economic growth through increased visitation and overnight stays.

Who We're Looking For

We are seeking a collaborative, hands-on leader who enjoys building relationships, promoting destinations, building partnerships, and turning ideas into action.

The ideal candidate is comfortable managing multiple disciplines within a small organization, including marketing and public relations, visitor services, stakeholder engagement, financial management, and organizational operations.

This role is an excellent opportunity for a self-starter who is passionate about hospitality, community development, and creating meaningful economic impact through tourism.

Destination Summary

Home to Reelfoot Lake, Obion County is a premier outdoor destination nationally recognized for its cypress-lined waters, fishing, hunting, and birding. Just down the road is Discovery Park of America, a world-class museum and 50-acre heritage park where history, science, and innovation come alive. At the end of the day, visitors can unwind among the vineyards at White Squirrel Winery, or go Bananas at one of our seasonal festivities! Our communities offer a unique blend of local shops, restaurants, and experiences that showcase small-town hospitality. Whether seeking outdoor escape or family-friendly fun, there is truly something for everyone.



Position Summary

The Executive Director serves as the chief executive officer of the Obion County Tourism Board, Inc., a 501(c)(6) destination marketing organization (DMO). The position leads destination marketing, tourism development, stakeholder engagement, and organizational operations.

Key Responsibilities

- Lead destination marketing and branding initiatives
- Recommend strategies to increase overnight visitation and visitor spending
- Build partnerships with local governments, tourism partners, chambers of commerce, hospitality businesses, attractions, event organizers, and community organizations
- Manage budgets, occupancy tax revenues, and organizational operations
- Oversee digital marketing, social media, public relations, and visitor communications
- Utilize tourism data and analytics to guide strategic decisions
- Pursue grant opportunities and manage awarded projects
- Facilitate tourism roundtables, industry meetings, and stakeholder engagement initiatives
- Coordinate tourism-related events, conferences, familiarization tours, and promotional initiatives
- Promote Obion County as a destination for leisure travelers, group tours, outdoor recreation enthusiasts, and special events
- Develop relationships with tour operators, travel media, meeting planners, event organizers, and tourism industry professionals
- Pursue opportunities to attract new visitors, events, and tourism-related investments
- Represent Obion County at local, state, and regional tourism events

Qualifications

Required Qualifications

- Bachelor's degree in Marketing, Tourism, Communications, Business, Hospitality, Economic Development, or a related field
- Minimum of 3–5 years of relevant leadership experience in tourism, marketing, communications, nonprofit management, hospitality, public relations, economic development, or a related industry
- Experience managing budgets and organizational operations
- Strong communication, relationship-building, and public speaking skills
- Experience with digital marketing, social media, and data analytics
- Ability to work independently and manage multiple priorities

Preferred Qualifications

- Experience working with boards, elected officials, community stakeholders, or public agencies
- Experience with destination marketing organizations, chambers of commerce, economic development organizations, or nonprofit leadership
- Experience utilizing analytics platforms such as Zartico, Placer.ai, Google Analytics, or similar tools
- Familiarity with Tennessee tourism industry programs and funding opportunities
- Certified Destination Management Executive (CDME), Tourism Marketing Professional (TMP), or related professional designation

Salary Range

Minimum Starting Salary: \$50,000

Benefits

- Monthly health insurance stipend
 - Paid holidays
 - Paid annual, sick, bereavement, and maternity leave
 - Mileage and business travel reimbursement
 - Professional development and industry conference opportunities
 - Flexible scheduling when evening or weekend tourism events require attendance
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How to Apply

Submit the following materials to Elizabeth Pritchett | elizabeth@elizpritchett.com

- Cover Letter
- Resume highlighting relevant qualifications and notable professional accomplishments
- Three professional references

Application Deadline: June 26, 2026

*References will not be contacted until mutual interest has been established, and candidate confidentiality will be respected during the initial selection process.

**Obion County Tourism Board, Inc is an Equal Opportunity Employer

Questions? Contact Elizabeth Pritchett at 731-335-2008 or elizabeth@elizpritchett.com.

