

Please submit all resumes to tourism@visitstfrancisvillela.com

Executive Director
West Feliciana Parish Tourist Commission (WFPTC)

Position Summary

The Executive Director serves as the chief executive and administrative officer of the West Feliciana Parish Tourist Commission (WFPTC), responsible for overall leadership, implementing strategic direction, marketing execution, financial stewardship, and day-to-day operations of the Commission. The Executive Director is responsible for growing tourism for West Feliciana Parish.

Strategic Leadership & Destination Development

Develop and implement a comprehensive tourism and destination marketing strategy; promote West Feliciana Parish as a premier destination; and serve as the primary spokesperson and ambassador for WFPTC.

Marketing, Advertising & Communications

Plan and execute digital, print, and social media marketing initiatives; oversee branding consistency; manage advertising placements; and track performance metrics.

Community & Industry Relations

Build strong relationships with hospitality partners, local governments, and community organizations; conduct outreach and site visits; and serve as liaison to stakeholders. Attend industry conferences and conventions designed to promote tourism in West Feliciana parish.

Administrative & Office Operations

Manage daily office operations, correspondence, website updates, and scheduling; maintain regular office hours; and ensure accurate recordkeeping.

Financial Management & Compliance

Develop and manage the annual budget; oversee disbursements and reconciliations; ensure compliance with Louisiana public finance and audit requirements.

Board Governance & Reporting

Prepare board agendas and reports; attend board meetings; implement board policies and procedures; and ensure compliance with open meetings and public records laws.

Grants, Partnerships & Special Projects

Research and administer grants; coordinate special marketing initiatives; and represent WFPTC at industry meetings and conferences.

Qualifications

Strong leadership and communication skills; experience in tourism, marketing, or hospitality; budget management experience; and ability to work independently. Bachelor's degree preferred or equivalent experience.

Work Schedule & Compensation

Full-time position with flexible schedule, including evenings and weekends as needed. Salary range: \$50,000–\$75,000, or commensurate with experience, plus benefits to be negotiated.