



# RECRUITMENT ANNOUNCEMENT

## TOURISM DIRECTOR

### THE COMMUNITY

Two Rivers, Wisconsin is a historic Lake Michigan harbor town with a population of 11,271. Located 90 miles north of Milwaukee and 35 miles southeast of Green Bay.

The second largest city in Manitowoc County (population 81,500), Two Rivers and the larger, neighboring City of Manitowoc together form an urban center of about 45,000 people. The balance of the county is smaller communities, rural in nature and agriculturally based.

Two Rivers has a historical downtown business district, which remains a vital center for business and community activities. Two Rivers is a Main Street Community and partners with this organization to support downtown activities and investment where possible.

In addition to the rich maritime history and home of the America's largest collection of wood type at the **Hamilton Wood Type & Printing Museum**, Two Rivers is an outdoor enthusiasts playground. Outdoor recreational opportunities are abundant in Two Rivers and have helped attract new residents, new business investment, and increased tourism activity in recent years. These assets include:

- **Point Beach State Forest**, with 1,800 acres of forests, ridges and swales, 6 miles of unspoiled Lake Michigan shoreline and a bike/hiking trail connection to the city. In 2024 the state forest had attendance exceeding 325,000 campers, hikers, day visitors and nature lovers..
- **Woodland Dunes Nature Center and Preserve**, with 1,200 acres of forests, meadows and wetlands along the West Twin River.
- **Van der Brohe Arboretum & Bird Sanctuary**, is a 65-acre park being transformed from a former golf course into an ecological and artistic center. Its mission is to cultivate a variety of trees, provide habitats for birds and pollinators, and offer a space for passive recreation, art, and education. The grounds feature walking trails, art installations, and different habitats, making it a destination for nature lovers and birdwatchers.
- **Neshotah Park and Beach**, a 50 acre city-owned shoreline park that's home to the **Cooldest Beach in Wisconsin**. The park also connects Rawley Point Trail and Mariners Trail, which together form a 12-mile bike and pedestrian trail linking Point Beach State Forest on the north end and the City of Manitowoc to the south.
- **The East and West Twin Rivers**, which flows through the City to their confluence at the harbor at Lake Michigan, providing kayaking and canoeing opportunities as well as ready access to the big lake for sailing, powerboating and sport fishing.
- Two Rivers is the anchor city on the north end of the **Wisconsin Shipwreck Coast National Marine Sanctuary**. The sanctuary is a protected area in Lake Michigan, co-managed by the National Oceanic and Atmospheric Administration (NOAA) and the state of Wisconsin, that safeguards a collection of 39 historic shipwrecks. Designated in 2021, the sanctuary extends along Wisconsin's coast from Port Washington to north of Two Rivers and preserves well-preserved maritime heritage sites from the 19th and 20th centuries.



## TWO RIVERS CITY GOVERNMENT

The City of Two Rivers is a full-service municipal organization, with 118 full-time employees and a total budget of \$44 million, including a General Fund budget of \$12.5 million. The City has operated under Council-Manager government since 1924, with a 9-member City Council elected at-large to three-year staggered terms and an appointed City Manager who serves as chief executive officer.



## TOURISM IN TWO RIVERS

The City's five-member Room Tax Commission has statutory responsibility for budgeting and overseeing the spending of room tax funds.

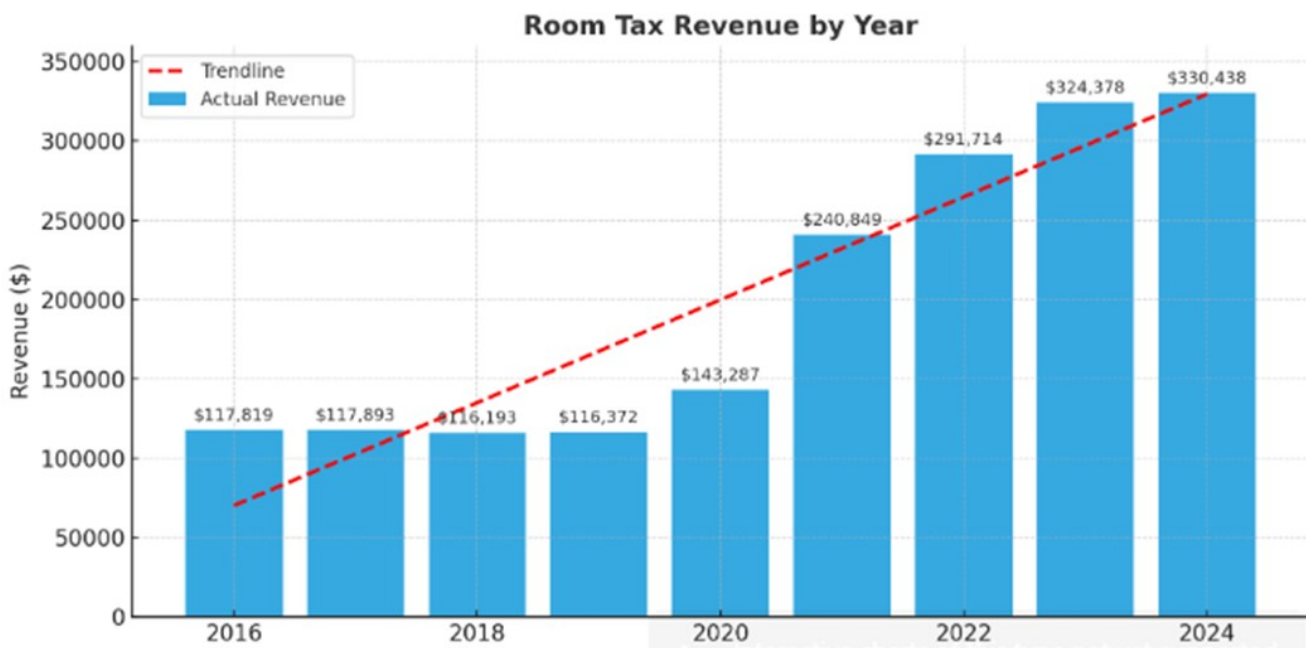
That group has been instrumental in creating the 501(c)6 organization, Explore Two Rivers, Inc. to serve as the Destination Marketing Organization for the community. The Board of Explore Two Rivers, Inc. is responsible for developing and implementing an annual plan for tourism promotion and development, using room tax resources made available by the Room Tax Commission. This city position provides staff support to that board.

Explore Two Rivers is a recognized DNO by Destinations Wisconsin, a member of Circle Wisconsin and regular contributor to Travel Wisconsin and other tourism organizations. The City of Two Rivers and many of our destinations are regularly featured on state and national promotional materials.

This is an exciting time for tourism in Two Rivers. Room tax revenues are growing at a rapid pace. The City and private parties are investing in a number of downtown and waterfront redevelopment projects, as well as investing in outdoor recreation enhancements, which should support continued growth in local tourism.

There are currently six hotels/motels and one bed and breakfast in the city. The newest is the Violet Inn, Lounge & Spa, a unique six-room boutique inn that opened in October 2025. The number of vacation rental properties has increased significantly in recent years. This balance of hotels, and short term rental properties has led to stable room tax base and an opportunity for growth in future years.

Revenue from the City's 8 percent room tax has grown significantly in recent years, as shown in the chart below. In 2024, vacation rentals accounted for about 42% of room tax revenues. The Tourism Director plays a vital role in the growth of room tax revenue and the overall economy of Two Rivers.





## DIRECTOR OF TOURISM

The Director of Tourism will lead the City's Tourism Department in providing tourism marketing and development services with Explore Two Rivers. Explore Two Rivers is responsible for promoting tourism and will serve as the Destination Marketing Organization for the City of Two Rivers.

The Director of Tourism is a full-time City employee who reports to the City Manager, and will provide primary staff support to the Room Tax Commission and the Board of Directors of Explore Two Rivers.

## ESSENTIAL FUNCTIONS

- Create and implement year round marketing plan.
- Manage the Explore Two Rivers website, Two Rivers Community Calendar and all social media platforms.
- Create and design ads for a variety of marketing platforms including but not limited to social media, print, digital, outdoor billboards,, and video. Author articles featuring Two Rivers.
- Provide community presentations to civic groups, tours, business organizations and local government. This includes coordinating the National Tourism Week event.
- The position provides live and pre-recorded radio, print and TV interviews.
- On a monthly basis, prepare budget reports, marketing updates, department updates and engagement newsletters to such stakeholder groups as Charter Fisherman, short-term rental property owners and local attractions.
- Serve as a liaison at community events representing Explore Two Rivers and the City of Two Rivers.
- Attend trade shows to promote tourism across a broad range of visitor groups. This includes, but is not limited to motor coach tours, outdoor recreation enthusiasts, meeting organizers and sporting events.

## APPLICATION & SELECTION PROCESS

A full position description and City employment application are available at [www.two-rivers.org/jobs](http://www.two-rivers.org/jobs). Qualified candidates should submit a cover letter, resume, and completed City of Two Rivers employment application: By Email to: [HR@two-rivers.org](mailto:HR@two-rivers.org)

**Applications should be submitted by Monday, December 22, 2025 to ensure consideration,** however applications will continue to be accepted until the position is filled. Contact Human Resources at 920-793-5526 or [HR@two-rivers.org](mailto:HR@two-rivers.org) with questions.

## COMPENSATION & BENEFITS

- SALARY RANGE: \$72,238 - \$76, 627 annually
- BENEFITS: Comprehensive health, vision, and dental insurance. Health insurance opt-out incentive up to \$5,000 annually. Wisconsin Retirement System. paid vacation, 8 paid holidays per year, and 8 hours of sick leave accrued per month with ability to be accumulated up to 960 hours.





**TWO  
RIVERS**  
WISCONSIN

## Position Description

**POSITION TITLE:** Director of Tourism

**REPORTS TO:** City Manager

**EMPLOYMENT CLASSIFICATION:** Full-Time

**LATEST REVISION DATE:** January 2023

**DEPARTMENT:** Tourism

**FLSA CATEGORY:** Exempt

**PAY TYPE:** Salary, Pay Grade 19

### GENERAL PURPOSE

The Director of Tourism will be the face of Explore Two Rivers Inc. which will serve as the City's Tourism Department. Explore Two Rivers Inc. is responsible for promoting tourism using a portion of the City's room tax revenues and will serve as the Destination Marketing Organization for the City of Two Rivers.

### SUPERVISION RECEIVED

Works with considerable independence, under the general supervision and direction of the Community Development Director.

### SUPERVISION EXERCISED

Directly supervises the part-time Media & Marketing Coordinator.

### ESSENTIAL DUTIES & RESPONSIBILITIES

- Facilitates active relationships with hotels, restaurants, businesses, government entities, and area attractions.
- Creates and executes the marketing plan of Explore Two Rivers Inc.
- Meets with Explore Two Rivers Inc. Board of Directors and the City's Room Tax Commission to discuss tourism, marketing, and program updates.
- Oversees creative message development and organizes media campaigns with Media and Marketing Coordinator.
- Develops relationships with national, international, and regional tourism-based publications and writers to promote the area.
- Develops relationships with tour operators and travel agents to promote attractions and conduct familiarization tours of Two Rivers.



## NECESSARY KNOWLEDGE, SKILLS, AND ABILITIES

- Understanding and experience with policies, procedures, and organizations of a tourism department.
- Experience in creating marketing plans and making presentations to groups.
- Knowledge of office practices, ability to supervise, and work with others.
- Knowledge and experience using a variety of computer software including, but not limited to, Microsoft Office Suite (Word, Excel, Publisher), Canva, Gmail and Google Calendar.
- Ability to exercise discretion and communicate effectively both orally and in writing with courtesy and tact in frequent contact with business and industry representatives, government officials, and the general public.
- Ability to complete assignments accurately and within established deadlines.
- Ability to multi-task, organize, schedule, prioritize, and perform work with limited supervision.
- Ability to work a flexible schedule to meet the needs of the department, including evenings, weekends, and some travel as necessary to attend trade shows and conferences.

## DESIRED MINIMUM QUALIFICATIONS

- Graduation from a high school or GED equivalent required, Bachelor's Degree desired.
- Progressively responsible experience in tourism, marketing, or planning.
- Possess and maintain a valid Wisconsin Driver's License and maintain insurability by the City's liability insurance carrier.
- Any equivalent combination of education and experience that demonstrates the ability to perform the job duties and responsibilities.

## TOOLS AND EQUIPMENT USED

Programmable telephone, personal computer, printers, copy machines, 10-key calculator, and other office equipment.

## PHYSICAL DEMANDS

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit and talk or hear. The employee is occasionally required to stand and walk; use hands to finger, handle, or feel objects, tools, or controls; and reach with hands and arms.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, color vision, depth perception and the ability to adjust focus.

## **WORK ENVIRONMENT**

The work environment characteristics described are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is moderate and requires working in an average office environment.

Work requires travel to other locations, outside of City Hall.

## **OTHER CONDITIONS**

Formal application, rating of education and experience, oral interview, reference checks, physical and drug screening, and other job-related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The position description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

This position is expected to be available for changing work schedules as necessary to attend events, trade shows, conferences, and perform other duties outside of regular office hours as needed.



**TWO  
RIVERS**  
WISCONSIN

# APPLICATION FOR EMPLOYMENT CITY OF TWO RIVERS

[www.two-rivers.org](http://www.two-rivers.org)

Thank you for applying for employment with the City of Two Rivers.

Complete the entire application, including signature and date, to ensure consideration. A resume may be attached but is not a replacement for the information requested in the application. The City of Two Rivers does not retain applications for future position vacancies. If at any time after this point you wish to be considered for employment with the City, please complete an application at that time. The City of Two Rivers is an Equal Opportunity employer and does not discriminate based on race, color, religion, national origin, creed, age, marital status, sex, sexual orientation, disability, or any other characteristic protected by State or Federal law. Completed applications should be submitted to **City of Two Rivers, Human Resources, P.O. Box 87, Two Rivers, WI 54241**, dropped off in person at **City of Two Rivers City Hall, 1717 E Park Street, Two Rivers, WI 54241** or electronically to [HR@two-rivers.org](mailto:HR@two-rivers.org).

**Incomplete or illegible applications will not be considered.**

## POSITION INFORMATION

<b>Position you are applying for:</b>		<b>Date:</b>	
<input type="checkbox"/> Full Time <input type="checkbox"/> Part Time <input type="checkbox"/> Seasonal Hours <input type="checkbox"/> Limited Term/Temporary			

## APPLICANT INFORMATION

Last Name		First		M.I.	
Street Address				Apartment/Unit #	
City				State	ZIP
Phone			E-mail Address		
Date Available		Desired Salary		Comments	
Are you a citizen of the United States?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	If no, are you authorized to work in the U.S.?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
Have you ever worked for the City of Two Rivers?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	If yes, when?		
Are you related to anyone that is employed by the City of Two Rivers?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	If yes, please state name and relationship (include in-laws):		
Have you ever been convicted of a felony?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	If yes, explain:		
Have you ever been convicted of a misdemeanor crime of domestic violence?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	If yes, explain:		
Are you prohibited by state or federal law from possessing a firearm?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	If yes, explain:		
Do you possess a valid Wisconsin driver's license?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	Driver's License Number:		
Do you possess a valid Wisconsin Commercial Driver's License?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	Certifications:		
Have you ever been convicted of driving under the influence of alcohol or controlled substances?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	If yes, explain:		

EDUCATION										
<b>High School</b>					Address					
Did you graduate?		YES <input type="checkbox"/>		NO <input type="checkbox"/>		If no, have you passed a high school Equivalency or GED test?			YES <input type="checkbox"/>	NO <input type="checkbox"/>
<b>College</b>					Address					
From		To		Did you graduate?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	Degree			
<b>College</b>					Address					
From		To		Did you graduate?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	Degree			
<b>Other</b>					Address					
From		To		Did you graduate?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	Degree			

SPECIAL SKILLS OR QUALIFICATIONS
Describe any special skills applicable to this position:
Describe any additional training and experience applicable to this position:

REFERENCES			
<i>Please list three professional references.</i>			
<b>Full Name</b>		Title	
Organization		Phone	
Relationship			
<b>Full Name</b>		Title	
Organization		Phone	
Relationship			
<b>Full Name</b>		Title	
Organization		Phone	
Relationship			



PREVIOUS EMPLOYMENT (PLEASE LIST MOST RECENT FIRST)									
Employer						Phone			
Address						Supervisor			
Job Title				Starting Salary		\$		Ending Salary \$	
Responsibilities									
From				To				Reason for Leaving	
May we contact your previous supervisor for a reference?						YES <input type="checkbox"/>		NO <input type="checkbox"/>	
Employer						Phone			
Address						Supervisor			
Job Title				Starting Salary		\$		Ending Salary \$	
Responsibilities									
From				To				Reason for Leaving	
May we contact your previous supervisor for a reference?						YES <input type="checkbox"/>		NO <input type="checkbox"/>	
Employer						Phone			
Address						Supervisor			
Job Title				Starting Salary		\$		Ending Salary \$	
Responsibilities									
From				To				Reason for Leaving	
May we contact your previous supervisor for a reference?						YES <input type="checkbox"/>		NO <input type="checkbox"/>	
Employer						Phone			
Address						Supervisor			
Job Title				Starting Salary		\$		Ending Salary \$	
Responsibilities									
From				To				Reason for Leaving	
May we contact your previous supervisor for a reference?						YES <input type="checkbox"/>		NO <input type="checkbox"/>	

**CERTIFICATION**

I certify the answers given by me to the foregoing questions and any statements made by me are complete and true to the best of knowledge and belief. I understand that any false information, omissions, or misrepresentations of facts regarding information called for in this application may result in rejection of my application, or discharge at any time during my employment. I also agree that, if City policy requires, I am willing to submit to drug testing to detect the use of illegal drugs prior to and during employment. I understand that if I am hired, my employment shall be "at-will" and that either the City or I can choose to terminate the employment relationship for any reason, or no reason at all, with or without notice.

**AUTHORIZATION**

I understand that background, drug, or medical testing may be conducted on me as part of the process to determine my fitness for employment, and hereby agree to submit to such testing. I authorize all persons, schools, companies, medical practitioners, current and/or former employers, and law enforcement authorities to release any information concerning my background or test results, and hereby release any said persons, schools, companies, medical practitioners, current and/or former employers, and law enforcement authorities from any liability for the damage whatsoever for issuing this information.

**Signature:****Date:****OPTIONAL: CONFIDENTIALITY**

Under Wisconsin State Statutes, the names of applicants must be revealed unless a request for confidentiality is received from the applicant. If you wish to keep your name confidential to the extent allowed by the Wisconsin Statutes, you need to sign the request below. Please understand that should you become a finalist for employment and a request is made, Wisconsin Statutes require us to release your name.

I request that my employment application and all related references and documents remain confidential to the extent allowed by Wisconsin Statutes since they would tend to reveal my identity.

Signature of Applicant: \_\_\_\_\_ Date: \_\_\_\_\_