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<b>Job Title:</b>	<b>Cultural and Tourism Manager</b>	<b>Department:</b>	Cultural Affairs
<b>Reports To:</b>	Assistant City Administrator	<b>FLSA Status:</b>	Exempt
<b>Pay Grade:</b>	111: \$64,304.18 – \$96,456.28	<b>Hiring Range:</b>	\$75K to 90K DOE
<b>Work Location:</b>	Mauldin Cultural Center	<b>Hours:</b>	8:30am-5:00pm M-F

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### **JOB SUMMARY**

The Cultural and Tourism Manager provides leadership and oversight for the daily operations and strategic direction of the Mauldin Cultural Center and City’s tourism initiatives. This position is responsible for the planning, budgeting, implementation, and evaluation of cultural and tourism programs, initiatives, and events that enhance arts services, promote tourism, and expand cultural and visitor opportunities throughout the City of Mauldin.

### **PRIMARY DUTIES AND RESPONSIBILITIES**

The following duties are not intended to be all-inclusive but represent the primary duties and responsibilities of the position. The omission of specific duties does not exclude them if the work is similar, related, or a logical assignment to or extension of this position.

- Direct and supervise all operations of the Mauldin Cultural Center and City tourism initiatives, including scheduling and recruitment of performers, exhibits, sporting events, and productions; oversee City-sponsored festivals and special events designed to promote tourism, increase visitation, and enhance community engagement.
- Serve as the official liaison for BridgeWay Station, GE Vernova Park and other public/private entities to ensure a robust event lineup for the City of Mauldin, including collaborating on calendars and creating partnership opportunities. Collaborate with the stadium operating team to recruit tournaments, concerts, and community events.
- Oversee the development and administration of tourism related grants to community partners and others that improve cultural and tourism activities and infrastructure throughout the City.
- Provide strategic leadership for the development, promotion, and coordination of citywide arts and tourism programs that strengthen Mauldin’s cultural identity and visitor economy; direct integrated marketing and communications efforts by overseeing the creation of high-impact promotional materials—including news releases, event calendars, brochures, and digital and print collateral—to advance City branding, increase visitation, and support long-term tourism and cultural development objectives.
- Provide leadership and fiscal oversight for the City’s cultural and tourism activities, including strategic budget research, development, administration, and performance monitoring to ensure cost effectiveness and responsible use of public funds; ensure all purchasing, contracting, and financial transactions are executed in full compliance with City administrative policies, procedures, and applicable regulations.
- Provide performance management for staff by assigning, directing, and monitoring work activities to ensure effective operations, accountability, and consistent adherence to established City policies, procedures, and professional standards.
- Provide oversight of grant and revenue development activities, administering all aspects of grant funding—including research, application preparation, compliance, implementation, reporting, and close-out—and proactively securing financial support through grants, co-sponsorships, public-private partnerships, and individual contributions to sustain and advance the City’s cultural and tourism initiatives.
- Serve as a senior representative of the City at regional, state, and national levels to advocate for and advance Mauldin’s arts community and tourism industry; act as staff liaison to cultural and



tourism-related boards, commissions, and committees by providing strategic guidance, policy support, and coordination to advance City objectives.

- Cultivate and maintain strategic relationships with community organizations, tourism partners, public and private partners, and key stakeholders to build broad-based support for cultural and tourism initiatives; leverage these relationships to secure diversified funding and generate sustained public enthusiasm for the Mauldin community, the Mauldin Cultural Center and its programming, and broader tourism activities.
- Continuously assess and improve service delivery models, operational efficiency, and program effectiveness by identifying opportunities for innovation; evaluate staffing, financial, and operational resource needs; present data-driven recommendations to executive leadership; and implement approved improvements to enhance organizational performance and community impact.
- Perform related executive and administrative duties as required or assigned by the Assistant City Administrator in support of City priorities, organizational effectiveness, and departmental objectives.

#### **MINIMUM QUALIFICATIONS**

- Bachelor's degree from an accredited college or university in arts administration, tourism, public administration, marketing, or a related field, or an equivalent combination of a high school diploma and progressively responsible, directly related professional experience
- Five to seven (5–7) years of progressive experience and demonstrated knowledge in arts and tourism program planning and implementation, including strategic promotion, event marketing, audience development, and public engagement initiatives.
- Possession of a valid South Carolina driver's license or the ability to obtain one prior to employment.
- Ability to work evenings and weekends as required

#### **NECESSARY KNOWLEDGE, SKILLS AND ABILITIES**

- Knowledge of municipal government operations and public service delivery.
- Ability to plan, organize, and coordinate multiple projects simultaneously.
- Ability to communicate effectively both orally and in writing.
- Ability to establish and maintain effective working relationships with City staff, elected officials, community partners, and the public.
- Strong organizational and customer service skills.

#### **WORKING CONDITIONS**

- Work is performed in office settings, the Mauldin Cultural Center, and various outdoor environments.
- May require lifting and moving items weighing 25–40 pounds.
- Requires evening, weekend, and occasional holiday work to support programs and events.