

## **Job Title: Tour Director**

Location: Hermitage Farm – Goshen, Kentucky

Employment Type: Full-Time

### **About Hermitage Farm**

Hermitage Farm is a fully operational Thoroughbred nursery with a rich history in the equine industry. In addition to our broodmare, foaling, and yearling divisions, we welcome the public through curated tours that highlight Kentucky's horse heritage, agriculture, cuisine, and art. We are seeking a passionate and knowledgeable Tour Director to lead and grow our guest experience.

### **Position Summary**

The Tour Director will oversee all aspects of the Hermitage Farm tour program. This individual will design, manage, and lead tours while ensuring each guest enjoys an informative, engaging, and memorable experience. The ideal candidate will bring a balance of equine industry knowledge and hospitality/event management experience, with a talent for storytelling, organization, and leadership.

### **Key Responsibilities**

- Develop, coordinate, and lead tours highlighting Hermitage Farm's Thoroughbred operations, and agricultural initiatives
- Train, schedule, and manage tour staff and seasonal guides.
- Collaborate with the marketing manager to promote the tour program.
- Ensure the highest level of guest satisfaction by delivering professional, accurate, and engaging information.
- Create and update tour scripts and materials that align with Hermitage Farm's mission and branding.
- Manage reservations, group bookings, and partnerships with tourism organizations.
- Support special events, VIP visits, and hospitality experiences.
- Track attendance, feedback, and revenue to report on program success and identify areas for growth.

### **Qualifications**

- Strong background in equine or Thoroughbred industry (required).
- Hospitality, tourism, or event management experience (required).
- Exceptional public speaking, communication, and interpersonal skills.
- Ability to deliver engaging storytelling for diverse audiences.
- Detail-oriented with excellent organizational and leadership skills.
- Comfortable working outdoors and around horses.
- Proficiency with booking/reservation systems and basic office software.
- Flexibility to work weekends, holidays, and occasional evenings as needed.

- Ability to create itineraries and adapt when things don't go as planned.

### **Preferred Education & Experience**

- Bachelor's degree in Equine Business, Agriculture, Communications, or related field.
- Prior experience in tour operations, visitor services, or equine education.

### **Compensation & Benefits**

- Competitive salary commensurate with experience: \$57,000 to \$62,000. Discounted housing available for the right candidate.
- Comprehensive benefits package including: Paid Time Off, Medical Insurance, Vision Insurance, Dental Insurance, 401k, and Life Insurance.
- Opportunities for professional development in the equine and hospitality industries.

### **Apply:**

Send Resume, references and cover letter to [Tours@hermitagefarm.com](mailto:Tours@hermitagefarm.com).