

DICKINSON

CONVENTION AND VISITORS BUREAU

EXECUTIVE DIRECTOR

REPORTS TO: Board of Directors

POSITION OBJECTIVE AND PURPOSE

The Executive Director is responsible for the promotion of the Dickinson area as a destination for groups of visitors involved with conventions, trade shows, and other business travel as well as individual visitors and tour groups. The Executive Director is the organization's chief executive officer and is responsible to the Board of Directors for the CVB's functional results in accordance with the organization's mission statement. The Executive Director is responsible for the overall management of the CVB to include all aspects of fiscal and daily operations, public relations, development of and operating within an approved budget and personnel/office administration.

EMPLOYMENT STATUS

The Executive Director position is a regular full-time position, which is exempt from wage and hour laws.

ORGANIZATIONAL RELATIONSHIPS

The Executive Director assists in the development of policies and objectives for the organization and is responsible for their interpretation, administration, and implementation on the direction of the Board of Directors.

The Executive Director shall act as the duly authorized representative of the Board of Directors in all matters, which the Board has not formally designated some other person to so act.

The Executive Director supervises the CVB staff and assists in the hiring, terminations, and personnel evaluations.

EXTERNAL RELATIONSHIPS

Maintain positive communication, consult with and foster cooperation with the hospitality industry and other CVB members.

Maintain positive communication and liaison with local Chambers of Commerce, area governmental officials and all other area agencies with goals similar to the CVB.

Maintain positive communication and liaison with North Dakota office of tourism, economic development and other state agencies required to carry out the CVB's mission.

INTERNAL RELATIONSHIPS

Maintain regular communication with the Board of Directors and CVB staff.

PRINCIPAL DUTIES AND RESPONSIBILITIES

Plan, direct and promote effective programs consistent with the CVB mission statement.

Communicate and promote CVB programs through effective presentations and utilization of local, regional and national media.

Prepare an annual operating budget for Board approval, reflecting projected revenues and expenses.

Prepare and administer an annual marketing plan reflecting realistic objectives within budget guidelines.

Prepare the Annual Report to be distributed to stakeholders.

Develop and maintain an effective web site and all other technological marketing tools.

Represent the CVB at selected local, state, regional and national conventions if necessary. This is in the event that the Sales Coordinator is unable to attend or if both people are needed.

Communicate with local lodging properties and attractions regularly providing them with information that is of interest and education.

Organize the annual Board retreat and assist the Board of Directors in long-range planning and evaluation of CVB progress. Yearly Goals and Strategies are developed and reviewed annually.

Provide the Board of Directors with monthly reports relating to finance, sales, operations, and special projects and coordinate the agenda for the monthly Board meetings.

Develop and maintain effective organizational policies relating to staff training, staff orientation and personnel administration.

At the direction of the Board of Directors, represent the CVB on selected state and national legislation which impacts the local hospitality and tourism industries.

Perform related special assignments and duties as determined by the Board of Directors.

Supervise staff, including hiring, training, and termination.

Administer the Event Grant Program, including all applications, evaluation forms, and promotional efforts that are a part of the program.

Represent Dickinson and foster the betterment of the Dickinson CVB's mission, ensuring all activities are implemented within the CVB's policies, guidelines, laws, and ethical standards.

LICENSES OR CERTIFICATIONS

Valid Driver's License

QUALIFICATIONS, KNOWLEDGE, SKILLS & ABILITIES

Bachelor's degree in Business, Hospitality, Economics, or related field preferred or demonstrated with equivalent experience.

Five plus years of work experience in tourism, marketing, and/or public relations preferred.

Demonstrated ability to develop and administer strategic plans.

Excellent communication skills, including public speaking, writing, and interpersonal communication.

Ability to prepare and present clear and concise administrative and financial reports.

Ability to build and maintain effective relations with stakeholders, including Dickinson lodging managers, government officials, community leaders, and partner organizations.

Maintain an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strive to anticipate work to be done and initiate proper and acceptable direction for the completion of work with a minimum of supervision and instruction.

Maintain a high standard of integrity, work ethic, trustworthiness, and personal responsibility representing the Dickinson Convention & Visitors Bureau.

WORKING CONDITIONS

This is a full-time position that may include occasional evening and weekend hours required to attend events and meetings.

Travel within the local area and occasional regional travel may be necessary for conferences, meetings, and advocacy efforts.

Job Type: Full-time

Pay: \$75,000 - \$95,000 DOE

Benefits: Single

- Full Health
- Full Dental
- Full Vision
- \$10,000 Life Insurance A & D
- Paid Vacation and Sick Leave
- 3% IRA match 1:1