

# Executive Director of Freeport/Stephenson County Convention and Visitor Bureau

## Position Summary:

The County Convention and Visitor Bureau Executive Director, hereinafter "Executive Director", is the key management leader of the Freeport/Stephenson County Convention and Visitors Bureau. The Executive Director is responsible for overseeing the administration, programs, strategic plan, and marketing plan of the organization with a goal of increasing tourism and stimulating economic development in Freeport/Stephenson County. The Executive Director reports directly to the County Convention and Visitor Bureau Board of Directors, hereinafter "Board".

## Tasks:

### **Planning and Reporting**

The Executive Director prepares and presents the annual budget, marketing plan and operating plan for approval by the Board. The Executive Director ensures these plans are adhered to in all aspects of managing the organization, including monitoring progress against the plan. The Executive Director prepares long-range strategic goals for approval of the Board and insures that the operations of the organization are working towards the achievement of all long-range plans. The Executive Director prepares monthly reports of the organization's progress for review by the Board.

### **Financial Management**

The Executive Director prepares an annual budget for approval by the Board. The Executive Director oversees accounting operations and presents monthly reports for review by the Board. The Executive Director ensures that the finances of the organization are managed in compliance with the approved budget and that the Board approves all budget adjustments.

### **Governance**

The Executive Director manages the organization according to applicable local, state and federal laws. The Executive Director coordinates the Board development and review of the organization's Policies and Procedures and ensures all aspects of the organization are in compliance.

### **Leadership, Cooperation and Partnerships**

The Executive Director provides community leadership to coordinate the efforts of the lodging, properties, facilities, attractions, natural resources, transportation, food and beverage, events, entertainment, shopping and services for the development, growth, and product quality for the group tour market, business and pleasure travelers, along with conventions and meetings. The

Executive Director will consistently maintain partnerships with organizations that align with the mission of the Freeport/Stephenson County Convention and Visitors Bureau.

### **Staff**

The Executive Director sets forth a personnel plan and develops the duties and responsibilities for each staff person. The Executive Director hires and manages the staff as necessary to perform such duties and to achieve the results expected, including evaluating the performance of the staff.

### **Tourism Marketing**

The Executive Director creates an annual marketing plan and budget for approval by the Board and oversees all aspects of the plan's implementation, including all design, production, placement, and distribution of marketing materials including the visitor's guide, website, brochures, public relations, print ads, broadcast ads and maps. The Executive Director promotes and assists with state and national tours.

### **Project Development**

The Executive Director will coordinate, prepare a budget, and plan for special projects as identified by the marketing and public relations subcommittee. These projects include one-time events, special promotions, and long-term goals.

### **Business Recruitment, Management and Development**

The Executive Director works with public and private entities on activities that will attract new businesses and improve the prosperity and growth of existing businesses.

### **Public Events**

The Executive Director oversees and manages the Freeport/Stephenson County Grant program including promoting the grant, coordinating the grant requests, and implementing the program.

### **Other**

The Executive Director performs all other duties and tasks required for the successful operation of the organization according to the policies and procedures of the Board.

### **Minimum Training and Experience**

Bachelor's degree in marketing, public relations, or a closely related field, and two or more years of experience in tourism, marketing, sales or public relations work.

### **Preferred Qualifications:**

- Understanding and experience with the functions of an entity that focuses on tourism, preferably a Destination Marketing Organization or a Convention and Visitors Bureau.
- Advanced ability to create and assess effective advertising that reaches targeted audiences.
- Solid, hands-on budget management skills, including budget preparation, financial analysis and reporting.

- Strong organizational abilities including planning, delegating, program development and task facilitation.
- Demonstrated ability to oversee and collaborate with staff and volunteers.
- Ability to collaborate with community leaders, other regional tourism and economic development groups and a wide variety of stakeholders, including the Illinois Office of Tourism and other statewide partners.
- A strong ability to communicate effectively in oral and written form and experience in public speaking.
- Experience in communicating effectively with a Board and providing information necessary for the Board to function properly and to make informed decisions.
- Able to exercise independent judgment, discretion and initiative while utilizing tact and courtesy in frequent contact with business and industrial representatives, government officials and the general public.
- Demonstrated ability to think creatively and take initiative, especially in regards to finding new markets and increasing tourism.
- A familiarity with Freeport and Stephenson County, particularly the current and potential tourism assets, is preferred.

Required Application Materials:

- Letter of application, describing interest in and directly addressing qualifications of the position.
- Current resume/vitae.
- Names and contact information of three to five professional references
- Indicate current salary, desired salary range and when you can start.

Applications will be reviewed on a rolling basis

Job Type: Full-time

Salary: Based upon experience