



Shipshewana/LaGrange County Convention & Visitors Bureau (LCCVB)

EXECUTIVE DIRECTOR POSITION SUMMARY

This position is integrally involved in overseeing the creation and implementation of strategic marketing plans and materials to promote the LaGrange County area as a vacation and meeting destination to leisure and group travelers. In addition, he or she will oversee the daily operations of the visitor center, as well as be responsible for annual strategic budgeting, planning, staffing, and implementation of the organization's strategic goals and business plans.

The Executive Director reports directly to a 7-member Board and supervises managerial staff while leading a team of part-time and full-time employees to carry out the objectives and ensure that the organization meets or exceeds established goals consistent with its mission.

The person in this position will engage with tourism business partners, community leaders, government officials, and tourism industry colleagues. The Executive Director serves as the key spokesperson for the LCCVB. Working collaboratively with varied partners is critical to the position.

The successful candidate for this position must possess 7 plus years of proven marketing and leadership experience, preferably in non-profit, destination/tourism organizations. Experience reporting to a board and relationship building skills and financial acumen are essential.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Organizational Leadership

- Manage the day-to-day business functions of the organization.
- Collaborate with and support SRMA leadership's efforts to promote Shipshewana.
- Ensure LCCVB staff achieve Board approved goals.
- Ensure all organization activities are implemented and comply with established policies and procedures, bylaws, guidelines, laws, and ethical standards.
- Develop and maintain strong partnerships with local businesses and organizations, surrounding communities, and regional marketing and economic development organizations that are involved in tourism activities.
- Hire, coach and provide training and development opportunities for staff to enable them to meet the LCCVB's goals.
- Supervise full-time, part-time, and seasonal staff, work schedules, to-do lists, work time management, time/attendance tracking and generate employee reviews.
- Assure a welcoming and inclusive workplace culture.

Financial Oversight and Development

- Manage the day-to-day financial functions of the LCCVB, including approval of expenditures and communications with accounting firm to process bills and payroll.
- Communicate and develop good relations with the Tax Commission to promote their confidence in the LCCVB and ensure a stable, adequate, and continuous funding base.
- Ensure Innkeeper's Tax expenditures comply with state and local laws. Ensure required reporting and communication to all funding sources and regulatory bodies is completed promptly, including providing the Commission with appropriate financial reporting.
- Develop & implement strategic plans that meet organizational goals and objectives created in partnership with the Board of Directors.
- Direct the preparation and evaluation of annual marketing strategies including the website, social media, media placements and printed materials, etc.
- Work with executive leadership to develop the annual operating budget and staffing requirements for Board approval.
- Ensure proper internal controls, segregation of duties, and development of policies and procedures to ensure prudent and transparent management of the organization's resources.

Organization Performance Management:

- Prepare and provide the bi-monthly Executive Committee and Board meeting packets for review, including a summation of the financial reports, minutes, project updates, marketing activities, etc.
- Monitor and manage the annual operating budget encompassing all activities and operations of the LCCVB, making recommendations for adjustments when necessary.
- Oversee the development, sales, and distribution of the annual visitor's guide and coupon booklet.
- Lead staff in developing and implementing integrated marketing, advertising, media and public relations strategies and tactics consistent with the approved goals.
- Create and sustain a culture of superior service provided to all who come in contact with the LCCVB.
- Supervise and participate in trade shows, sales missions, and familiarization tours for journalist, travel agents, and tour operators to maximize the investment in these activities.

Advocacy and Communication

- Maintain regular contact with elected and appointed officials, tourism industry partners and community leaders and residents to build productive alliances and advocacies.
- Work with local officials, tourism partners and private industry to develop strategies and implement special projects that enhance and support tourism product development to enhance tourism in the county.

- Maintain active involvement in the community to enhance the visibility and reputation of the LCCVB and communicate its mission, purpose and services available.
- Develop relationships with state and local government officials and political representatives to advance the mission of the LCCVB and advocate for tourism in LaGrange County.
- Regularly engage with and/or attend industry conferences, professional networks, and industry development organizations as appropriate/evaluated (i.e., Indiana Tourism Association CEO Development Events) to stay current on state and federal policy issues and other trends that impact travel and tourism.
- Collaborate with local economic development organizations in the region to support initiatives that promote LaGrange County as a good place to visit, live and work.

Additional Duties

- Manage Visitor Center facilities in keeping with LCCVB lease agreement.
- Other related work as necessary to support the mission of the LCCVB.

QUALIFICATIONS

Job Skills and Requirements

- A combination of education, life experience, work history and training that would provide the knowledge, skills, and abilities required for the successful performance of the essential job duties and responsibilities.
- A Bachelor's Degree in marketing, communications, hospitality and tourism, business administration, or other relevant field is preferred.
- Experience working in a destination marketing environment and familiarity with Destination Marketing Organization (DMO) best practices is preferred.
- Processes knowledge and/or experience in the travel, tourism, or hospitality industries.
- Minimum 5 years in a professional leadership role.
- Minimum 7 years marketing experience.
- Ability to travel by air and personal vehicle.
- Ability to lift up to 50 pounds.

Communication Skills

- Proven leadership and exceptional communication skills, including presentation skills.
- Strong relationship-building skills and ability to clearly communicate mission and progress to all constituents.
- Public speaking experience utilizing PowerPoint required.
- Strong interpersonal skills and a proven track record of successful negotiating.
- Supervisory experience with office and service industry personnel.

Marketing Skills

- Experience with creating ad campaigns, setting goals and measuring Return on Investment (ROI) success.
- General marketing, advertising, and branding experience.
- Experience launching campaigns and initiatives.
- Experience leading and/or knowledge of:
 - Website development
 - Digital marketing & OTT campaigns
 - Social media concepts and initiatives
 - Traditional advertising channels: Outdoor, TV and print
 - Magazine and visitor guide placement
 - Media relationship building
 - Video development/marketing

Desirable key characteristics

- Innovative, strategic, and visionary leader; able to interpret rapidly changing and emerging industry trends and resources while demonstrating the ability to adapt and amend actions for the greatest return on investment.
- Results-oriented and analytical. Expectational and proven business and financial acumen.
- Demonstrated knowledge and experience in revenue/budget development.
- Open, honest, direct, and accessible; possess a proven track record of leading a diverse staff.
- Ethical stewardship: always demonstrates high integrity and applies business ethics, serving the public and employees in full accord with policies and bylaws.
- Values transparency and good communication.
- Cultural Competence: ability to understand, communicate with and effectively interact with diverse cultures.

Starting pay: \$75,000

Benefits: 10 Vacation Days (80 hours) accrued annually
12 Sick Days (96 hours) accrued annually
10 Paid Holidays: Christmas Eve & Christmas day, New Year's Eve & New Year's Day; Thanksgiving & Friday after; Good Friday; Labor Day, Memorial Day; and 4th of July
Eligible for Retirement Employer Match up to 3% annually
\$600 Annual Cell phone subsidy, paid quarterly
Health subsidy \$250.00 per month for eligible expenses (after 60 days). Maximum \$3000 annually.
Performance bonus