

Executive Director

updated September 1, 2021



Position Summary

This highly visible position interfaces with key community, government, media and tourism leaders, serving as the key spokesperson for the organization, ensuring ongoing and active communication with all tourism industry, public and private constituents, and develops advocacy programs to communicate the mission and raise awareness of the organization. The Executive Director will report directly to a 9-member Commission and delegates authority to professional staff while leading the overall entity towards objectives consistent with the mission of the organization and ensuring that the organization meets or exceeds established goals.

Essential Duties and Responsibilities

Organizational Leadership

- Manage the business functions of the organization.
- Serve as expert counsel to the Tourism Commission on all matters regarding local, State and Regional Destination Marketing and Management.
- Provide motivational leadership for Staff, Commission and the community at large.
- Assure a welcoming and inclusive workplace culture.
- Ensures Marketing and Sales team activities to achieve approved goals.
- Manage strategic investment in research and analytical tools.
- Work closely with the Indiana Destination Development Corporation and other State DMOs.
- Ensure all organization activities are implemented and in compliance within established policies and procedures, bylaws, guidelines, laws and ethical standards. Ensure enforcement of policies and corrective measures as required.

Financial Oversight and Development

- Collaborate with and nurture existing and potential funding sources to ensure a stable, adequate and continuous funding base.
- Ensure that the expenditures of hotel occupancy taxes and municipal funding are in compliance with state and local laws. Ensure required reporting and communication to all funding sources and regulatory bodies is completed in a timely manner including providing the Commission with timely audit results.
- Develop strategies to identify and pursue new sources of revenue or services which would assist Visit Muncie in carrying out its mission and grow its funding.
- Work with executive leadership to develop the annual operating budget and staffing requirements. Ensure the organization monitors the annual budget and adjusts the allocation of resources as required.
- Ensure sound internal controls, segregation of duties, and development of policies and procedures to ensure prudent and transparent management of organization resources.

Advocacy and Communication

- Maintain active involvement in the community to enhance the visibility and reputation of Visit Muncie. Ensure an understanding in the community of the mission of Visit Muncie and the programs and services available.
- Implement advocacy programs and educate and enlist the support of community leadership, stakeholders, government officials, and Commission members and partners in the promotion of convention and tourism initiatives in the region and state.

- Work to unify and support all local marketing organizations in advancing Muncie and Delaware County's image.
- Establish effective communication networks throughout the community and within the industry to ensure a consistent and regular flow of information.
- Develop relationships with state and local government officials and political representatives in order to advance the mission of Visit Muncie and advocate for the tourism industry. Regularly attend advocacy events at the state, local and federal level as needed. Stay current on state and federal policy issues that impact travel and tourism.
- Be an active partner in supporting economic development in the region; regularly participate in and attend events, work groups, and task force meetings of regional partners.

Additional Duties

- Develop strategies and implement programming to support targeted product development. Work with local officials and private industry to enhance and support tourism product development that will benefit the tourism industry and community.
- Maintain and increase professional and technical knowledge by participating in industry conferences and professional associations, and actively pursue development plans as established by the strategic plan.
- Other related work as necessary to support the mission of Visit Muncie.

Qualifications

Job Skills and Requirements

- A combination of education, life experience and training that would provide the knowledge, skills and abilities required for the successful performance of the essential job duties. Bachelor's Degree in hospitality and tourism, business administration, public administration, marketing and communications or other relevant field is preferred.
- Past experience working in a destination marketing environment and familiarity with DMO Best Practices is preferred.
- Minimum of five years of leadership or management/supervisory experience in fields utilizing the knowledge, skills and abilities listed below.
- Prior hospitality/tourism, association, or economic development experience preferred.

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.
- Extensive media and public speaking experience; proven experience in media and social media relations.
- Proven track record of negotiating and interpersonal skills.

Marketing Skills

- Knowledge of marketing, advertising, and branding theories.
- Experience in Brand enhancement, managing, and leveraging.
- Experience in launching digital marketing efforts and website management.
- Strong understanding of benefits of leveraging social media, photography, and video in marketing.

Sales Leadership

- Skilled in the areas of market analysis, analytics, deployment, and research.
- Proven success with sales team recruitment, retention, and overall development.
- Experience with setting goals and measuring success.

Critical Characteristics Needed

- Cultural Competence: ability to understand, communicate with and effectively interact with diverse cultures, operating with an inclusive perspective and developing culturally competent team members. Possess a high degree of social consciousness and cultural engagement/sensitivity.
- Innovative, strategic and visionary leader; able to interpret rapidly changing and emerging industry trends and resources, while demonstrating the ability to adopt or discontinue actions for greatest return on investment.
- Results-oriented and analytical. Exceptional and proven business and financial acumen.
- Demonstrated knowledge and experience in revenue / budget development.
- Passionate, personable, and inspirational leader with an entrepreneurial spirit.
- Open, honest, direct and accessible; possess a proven track record of leading a diverse staff.
- Exceptional consensus builder.
- Ethical stewardship: demonstrates high integrity and business ethics at all times, serving the public and employees in full accord with policies and bylaws.
- Ability to travel by air and personal vehicle.

Accountabilities for Supervision

- The Executive Director has full responsibility and ultimate authority for supervisory decision- making not only for direct reports but for all employee team members within the organization.
- Makes decisions related to the selection, promotion, transfer, and discipline of all employee team members.
- Assures appropriate training is facilitated for new employees, personally participating as necessary, to ensure established procedures are clearly understood and followed.
- Ensures appropriate performance management programs are established for executive team and administered in an accountable and timely manner.
- Answers employee questions, resolves work-related issues and interpret organization policies to staff to improve the quality and quantity of work performed within accountable areas.
- Administers company policies in a fair and equitable manner and fully documents all incidents and actions taken.

Submit your resume, cover letter and written response to the following 3 questions no later than 5pm EDT October 15, 2021 to employment@visitmuncie.org

- 1) What is your overall philosophy for leading an organization?
- 2) Please provide examples of programs/tactics you have deployed to drive visitation to your destination.
- 3) Why You? Why Now? and Why Here?

Note:

This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization. Salary commensurate with experience.

Do not contact the Tourism Commission or Visit Muncie staff directly, as this will disqualify candidates from moving forward in the process.

Visit Muncie is an equal opportunity employer and does not discriminate against any employee or applicant for employment based on race, color, religion, national origin, age, gender, sex, ancestry, citizenship status, mental or physical disability, genetic information, sexual orientation, veteran status, or military status.