



## **Valdez Convention & Visitors Bureau Seeks Executive Director**

### **About This Job**

The Valdez Convention & Visitors Bureau is a highly entrepreneurial organization that collaborates and partners with municipal, community and business organizations to promote Valdez as a destination for year around local and regional travel and tourism. Valdez's location, picturesque setting, outstanding fishing, world class snow sports, spectacular glacier cruises and heli-tours, excellent hotels and meeting space, cultural attractions and variety of retailing and restaurant experiences offer value driven experiences. Capitalizing on the resources that Valdez has to offer is at the core of the Valdez Convention & Visitors Bureau mission. What sets the organization apart is its innovative and entrepreneurial approach to driving economic impact in our region.

This is the senior management position for the Valdez Convention & Visitors Bureau (VVCVB). The Executive Director of the VVCVB will achieve the mission of the Bureau through implementation of the strategic objectives determined by its Board of Directors. The Executive Director has primary accountability for the accomplishments and fiscal integrity of the entire organization. The Executive Director is expected to work with the Board of Directors to determine the focus and direction of the Bureau. The Executive Director is responsible for developing the Bureau's capabilities, acting as its spokesperson and representing it before others. The Executive Director is expected to work with representatives of local government in coordinating the activities of the Bureau and in negotiating financial support. The Executive Director will manage all operations and activities, including providing direction to staff and ensuring proper fiscal and operational management.

From a professional perspective, the ideal candidate will bring organizational leadership experience from a marketing driven, events focused organization where you have been responsible for strategically leading the development and execution of multi-stakeholder events focused on driving economic impact. From a personal perspective, the ideal candidate will be a dynamic, passionate, entrepreneurial, market driven leader and communicator.

This is an opportunity for a tourism driven leader to join a unique destination marketing organization and have the freedom to do great things for a fantastic community.

### **Reporting**

The VVCVB is a non-profit 501(C)(6), an association of persons having a common business interest, whose purpose is to promote the common business interest and not to engage in a regular business of a kind ordinarily carried on for profit. Its activities are directed to the improvement of business conditions of one or more lines of business rather than the performance of particular services for individual persons. As such, the Executive Director reports to the Board President and VVCVB staff report to the Executive Director.

## **Responsibilities**

- Supervise full-time, part-time and seasonal staff, working with the Board in the strategic planning process and annual review of the strategic plan.
- Develop an annual implementation plan with the Board's input and review.
- Provide vision and strategic insight to the Board for fulfilling the mission of the VCVB utilizing input from multiple sources, including all staff members.
- Direct priorities for program activities in a manner that is consistent with the strategic plan and intent of the Board.
- Identify new opportunities to leverage resources in an effort to maximize the impact of marketing and promotions for Valdez domestically and internationally.
- Attend meetings, conferences and review literature to maintain current knowledge of the thinking, issues, and people influencing issues important to the mission of the VCVB
- Assess accomplishments and review failures, reporting on them to the Board for future actions.

## *Administrative*

- Assemble and manage the VCVB staff; ensure that the VCVB attracts and retains the talent necessary to successfully carry out its programs and mission; hire and terminate staff members as necessary
- Establish compensation policy and levels consistent with review of overall compensation budget
- Develop necessary organizational processes and structures
- Ensure that the VCVB operates within the financial parameters approved by the Board, and that available resources are distributed appropriately
- Provide fiscal oversight for VCVB investments, budgets, and financial reporting
- Propose annual budgets for VCVB operations and activities
- Monitor monthly financial transactions
- Report regularly to the Board on financial status
- Jointly, with the President and Secretary of the Board of Directors, conduct official correspondence of the organization, and jointly, with designated officers, execute legal documents.

## *Program Activities*

- Ensure that current programs are consistent with the mission and identify new programs and methods to accomplish the mission of the VCVB
- Ensure that programs and services meet the expectations of the Board and other stakeholders
- Provide oversight and guidance on the development of new programs
- Maintain and expand current knowledge of the industry through participation in or familiarization of regional, state and national organizations such as nearby Destination Marketing Organizations (DMO's - other Chambers and CVB's), ATIA (Alaska Travel Industry Association), WACVB (Western Association of Convention & Visitors Bureaus), DMAI (Destination Marketing Association International), ESTO (Educational Seminars for Tourism Organizations) numerous other marketing and social media forums as well as engagement in lobbying and political efforts.
- Convene and lead staff discussions regarding strategic, operational, and tactical issues on a regular basis

## *Representation*

- Advance the mission and image of the VCVB by serving as the chief representative of the VCVB to all stakeholders including the Board, staff, members, association partners, media, government and the general public
- Develop and monitor the VCVB communication strategy for external positioning
- Seek opportunities to speak on the activities of the VCVB and industry in general, with an emphasis on state tourism groups, association partners and industry meetings
- Develop with staff and agency reports, publications, presentations, articles and other communications (including web-based and other social media) to disseminate and promote the activities of the VCVB

#### *Development*

- Identify and develop new sources for revenue

#### *Board Responsibilities*

- Report monthly to the VCVB Board of Directors on the activities of the Bureau and progress toward meeting strategic objectives
- Identify issues and policies that require the attention of the Board working through the Executive Committee
- Work with the Board Chair to structure and guide Board meetings allowing opportunity for discussion and input.

### **Qualifications**

The Executive Director must be skilled in communications and marketing and possess a working knowledge of the tourism industry. He or she must have relevant experience in advertising, sales and/or marketing, be able to write effectively and work well in both professional and nonprofessional environments. The Executive Director must also have demonstrated negotiating skills and be able to act as a forceful advocate in promoting both Valdez and our region's tourism industry as a whole and the interests of individual entrepreneurs. Proven talent in developing and marketing both project ideas and products are essential.

Education should include a Bachelor's degree in a related field such as communications, business administration, finance, marketing or economic development. Comparable on-the-job training combined with 5-10 years' experience may substitute. Master's degree preferred

**Terms of Employment:** Permanent, full time

**Compensation:** Salary range is \$55,000 - \$75,000, commensurate with the experience and skill level listed on this description. Reasonable relocation reimbursement and health benefits

**Contact Information:** If you are qualified and interested in being considered as a candidate for this great opportunity, please submit your cover letter outlining your qualifications as they pertain to the position, resume, three professional references, and your most recent compensation information to the VCVB Board Chair Patricia Relay via email at [prelay@valdezmuseum.org](mailto:prelay@valdezmuseum.org).

**Open Until Filled. No phone calls.**