

Position: Holland Area Convention & Visitors Bureau Executive Director

Summary: The Executive Director oversees all operations of the Visitors Bureau, an organization focused on inviting and welcoming visitors to the Holland area. The Executive Director manages the marketing efforts, operations, planning, finances, partnerships, and all staff while reporting to the bureau's board of directors.

Primary Duties:

LEADERSHIP

- Lead and develop a staff of passionate, dedicated, and creative professionals
- Cultivate an open, welcoming environment for all staff and visitors
- Organize communication between staff, board of directors, hoteliers, and partners to promote structural unity

DIRECTION

- Establish long and short-term strategic direction and measurable goals for the organization
- Create a comprehensive marketing plan with strategies for a variety of media and markets
- Develop and execute projects and programs to enhance the community's attractiveness to visitors
- Monitor and adapt to rapidly changing technology, trends, and best practices

PARTNERSHIPS

- Work with hospitality partners to increase the value and appreciation of tourism locally
- Build community partnerships to ensure broad-based support of the bureau's objectives
- Promote industry partnerships to broaden the bureau's state/national/international reach
- Represent the bureau in professional organizations and at trade shows, meetings and conferences

ORGANIZATION

- Implement policies and procedures to provide for efficient day-to-day operations of the bureau
- Ensure compliance with Public Act 59, organizational bylaws, and other relevant regulations
- Provide financial oversight and administer the annual budget

Qualifications:

- Excellent interpersonal skills to work with a wide variety of staff, community members and visitors
- Commitment to tourism in Michigan (familiarity with the Holland area is preferred)
- Proven managerial skills to encourage and direct staff to achieve their greatest potential
- Significant grasp of business principles including marketing, planning, public relations, and finance
- Strong communication and presentation skills, including to large audiences
- Ability to prioritize and complete a variety of complex, time-sensitive tasks
- Strong personal initiative, integrity, and judgment
- High comfort level with relevant technology (computers, web, mobile, social media, etc.)
- Bachelor's degree in Hospitality, Marketing, Communications, Public Relations or related field preferred

Environmental & Physical Conditions:

- Regional and national travel including overnight stays
- Evening and weekend work is required
- Interaction with a wide variety of people including large group settings
- Requires extended periods of both physical activity and computer work
- Most work is in a professional office setting though some is outdoors in all temperatures and weather
- There may be unscheduled interruptions and a moderate level of office noise
- Ability to walk, sit, stand, climb stairs, drive, and lift up to 40 pounds

Compensation: Salary and benefits are commensurate with experience

Please send applications or inquiries to HollandCVBSearch@gmail.com

Additional information about the Holland Area Convention & Visitors Bureau may be found at holland.org