

## **JOB TITLE:**

President and CEO, Dutchess Tourism, Inc.

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## **POSITION OBJECTIVE:**

The President and CEO of Dutchess Tourism, Inc., is the chief spokesperson, advocate and ambassador for promotion tourism activities in Dutchess County. Under the direction of Dutchess Tourism's Board of Directors, the President and CEO will recommend and implement policies, strategies and programs of Dutchess Tourism designed to foster continuing industry growth. Promote and market the assets of Dutchess County and the Hudson Valley to generate increased tourism expenditures. Provide professional and technical information and assistance to the tourism industry in Dutchess County. Coordinate activities with tourism organizations, interests and businesses in Dutchess County and the Hudson Valley. Maintain a high profile within the tourism community and the general community.

## **ABOUT DUTCHESS TOURISM, INC.**

Dutchess Tourism, Inc. is the officially designated destination marketing and management organization for Dutchess County, New York and is accredited by the Destination Marketing Accreditation Program (DMAP) of Destinations International. It is an independent 501c6 non-profit organization that works to bring tourism dollars to area businesses by marketing and promoting the assets of Dutchess County to the nation and the world.

**Mission Statement:** Drive visitation to Dutchess County to generate the maximum impact through hotel stays and visitor spending for the benefit of our community.

**Vision Statement:** To make Dutchess County the premier destination choice of travel in the Hudson Valley, New York State, and the Northeast, with increased emphasis on overnight stays

## **JOB RESPONSIBILITIES:**

### **Fiscal:**

- Oversee fundraising operations such as the tourism annual awards breakfast, trade show partnerships, destination guide revenue, and cooperative partnerships
- Monitor monthly, quarterly and annual financials
- Possess signing authority for legal documents on behalf of Dutchess Tourism, Inc.
- Develop, administer and present annual budget of 2+ million and annual report
- Administer the New York State Matching Funds program including application, reporting and related processes
- Monitor Dutchess County bed tax reporting, Dutchess County Sales Tax revenue and visitor spend

### **Community Outreach:**

- Attend Dutchess County Regional Chamber of Commerce meetings and local ribbon cuttings and events.
- Assist with the development and promotion of local tourism businesses through educational and training efforts
- Provide professional and technical guidance for the development of new tourism sites, events and activities

### **Advocacy:**

- Maintain active memberships and involvement in Tourism Organizations such as Destinations International, New York State Destinations Marketing Organization, US Travel, etc.
- Participate as an active member of Hudson Valley Tourism

### **Marketing:**

- Develop, implement and oversee marketing programs and promotions, develop and implement annual

advertising programs, oversee promotion and publicity efforts to market Dutchess County as a tourism destination

- Establish and maintain contacts with key travel planners, media and travel industry organizations and governmental agencies at the local, regional, state, national and international level
- Implement a system for tourism information racks and distribution areas within and outside of Dutchess County
- Produce tourism publications to effectively promote Dutchess County as a travel destination
- Develop and implement international tourism visitation programs
- Promote Dutchess County as the premier destination for films, group travel, meeting and conferences
- Travel both domestically and internationally to represent Dutchess County Tourism

#### **Non-Profit Management & Administration:**

- Provide day-to-day management of operations, vendors and staff (full time, part-time & volunteers)
- Liaison to the Board of Directors and assist with board member selection and development
- Work with Dutchess County officials; including the County Executive, Commissioner of Planning and Development, and Assistant County Executive, for planning and achieving common goals
- Work with Executive Director of Th!nk Dutchess on various items and attend Industrial Development Agency meetings
- Liaison to movie producers to scout film locations
- Determine annual goals
- Manage and oversee the development of and lead the implementation of the Dutchess Tourism Strategic Plan, Mission, and Vision
- Establish and maintain ongoing effective communications with community stakeholders, partners, city, county and state government leaders and local tourism industry
- Serve as the chief spokesperson for Dutchess Tourism and interacts with media, county officials and staff and board members
- Gather and analyze tourism data to provide meaningful information and reports on the impacts of Dutchess Tourism, Inc. on tourism and travel in Dutchess County
- Maintain all necessary official records and documents of the agency
- And other functions as needed

#### **MINIMUM QUALIFICATIONS:**

- A Bachelors degree in any of the following: hospitality, marketing, communication, business or equivalent and 7+ years of professional tourism experience with a governmental agency, not-for-profit organization, tourism business, consulting firm or a related organization
- Strong knowledge and skills in tourism marketing, administrative, supervisory and management skills, budget development, and leadership qualities
- Strong interpersonal skills and ability to lead
- Ability to work flexible hours and travel out of the area to represent the organization at various industry meetings and marketplaces
- Possess a valid passport
- Proficient in Microsoft office applications including excel, power point, word, outlook and Google analytics
- DMAP accreditation as a certified destination management executive (CDME) desired but not necessary
- Ability to lift 30 lbs

#### **TO APPLY:**

Position will remain open until filled. Please submit a confidential cover letter and resume to [presidentsearch@dutchesstourism.com](mailto:presidentsearch@dutchesstourism.com)