

Tourism Executive Director Job Description

Goal: Tourism/Executive Director will be responsible for executing the Marketing Plan of Mohican Area Visitors Bureau (CVB). This Manager will facilitate an active relationship with hotels/restaurants & attractions in the Southern Ashland County area. Work involves marketing Ashland County/ Mohican area to stimulate economic development and promote tourism. Meets monthly with a tourism board of directors and reports directly to the President of such board.

Tasks to be performed include, but are not limited to:

- ☐ Work with the CVB board of directors, established to develop strategies, programs, and policies to promote tourism.
- ☐ Develop and implement a tourism marketing plan for Southern Ashland County / Mohican area working closely with hotels/motels, campgrounds, canoe liveries, restaurants & all area attractions
- ☐ Maintain tourism budget
- ☐ Oversee creative message development
- ☐ Organize various media information and make affordable and effective media buys to promote tourism in Mohican area
- ☐ Oversee design/printing of marketing publications
- ☐ Plan new research-based advertising strategies for current and subsequent years that will increase leisure travel market share.
- ☐ Develop relationships with national, international and regional tourism based publications and writers, tours operators and travel agents.
- ☐ Prepare and release press kit to media; build campaigns and stories for unique selling points
- ☐ Design, develop and conduct familiarization tours of Mohican area for media, event planning, tour operators and travel agents.
- ☐ Implement cooperative advertising programs integrating the tourism related segments that exist in Mohican area (merchants, food/lodging, campgrounds, the Arts, recreation, state parks and canoe liveries)
- ☐ Promote attractions & community events to visitors
- ☐ Contribute to and monitor the flow of new web content. Coordinate with the web maintenance provider to create a bi-monthly report on the effectiveness of the website.
- ☐ Provide education program for hotel/motel, campgrounds/ cabin personnel on attractions/events in Mohican area
- ☐ Gather data and prepare annual tourism situational analysis for the Mohican Area Visitors Bureau board of directors
- ☐ Participate in radio talk shows; provide current and updated information to the press.
- ☐ Represent the Mohican area in joint planning sessions to establish regional tourism activities; serve local committees that enhance tourism and foster economic development.
- ☐ Attend meetings, seminars, conventions, and workshops to further knowledge, stay informed of the changes in the tourism industry, and exchange information.

- ☐ Prepare and deliver presentations to both local and regional civic and governmental organizations on Tourism.
- ☐ Design, develop and implement in-service training programs for staff volunteers.
- ☐ Prepare monthly reports on ad negotiations and placements, basic inquiry data and creative initiatives as well as activities of the Executive Director. Keep updated advertising history files and archives ad materials. Collect necessary and pertinent travel research and reports findings.

Knowledge, Skills, and Abilities Required:

- A. Knowledge of tourism industry
- B. Knowledge of Southern Ashland County/ Mohican area
- C. Must be a self-starter with ability to work with volunteers
- D. Must be computer literate
- E. Experience in marketing presentations
- F. Able to design and compose publications
- G. Accountability Criteria (examples)
 1. Implementation of marketing plan
 2. Presence at community events
 3. Hotel/Attractions partnership is maintained
 4. Marketing/CVB publications are coordinated/streamlined
 5. Publicity generated for Mohican area as tourism destination
 6. Increase in hotel lodging Tax

MINIMUM TRAINING AND EXPERIENCE

Ideally a degree in marketing, public relations, or a closely related field, and 1 to 2 years experience in marketing or public relations work; or any combination of training and experience which provide the required skills, knowledge and abilities.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM PERFORMANCE INDICATORS

Knowledge of Job: Understanding and experience with the policies and procedures, organization and functions of a Tourism Department is important to performing this role. Existing knowledge of the geographic layout of the County, including tourist attractions is desirable as well as knowledge of the tourist attractions of the surrounding areas. Familiarization with the available resources of the County and the surrounding region is also considered a plus. General knowledge of modern office practices, procedures, equipment, modern accounting and bookkeeping methods, policies, procedures and practices is a necessary skill set. Working knowledge of the principles and practices of supervision and the ability to supervise a small group of employees is a necessary attribute. The ability to communicate effectively in oral and written form is mandatory. The successful applicant must be capable of exercising independent judgment, discretion and initiative while utilizing tact and courtesy in frequent contact with business and industrial representatives, government

officials and the general public.

This position requires a combination of education and/or experience equal to five years in tourism, hospitality sales, marketing, or public relations. An emphasis will be placed on those who have worked with the promotion of tourism and those who have marketing experience. Demonstrated skills in planning, organization and effective communication are essential. Previous experience in a Convention and Visitors Bureau is highly desirable. Previous experience with an advertising agency and/or with media negotiations is helpful.

Initiative and Enthusiasm: Maintains an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be done and initiates proper and acceptable direction for the completion of work with a minimum of supervision and instruction.