



POSITION OVERVIEW

Clermont County Convention & Visitors Bureau President



THE POSITION

POSITION SUMMARY

The President will have a demonstrated record of success leading a highly visible organization, with significant destination marketing and hospitality sales experience.

The President will direct and lead the Clermont County Convention & Visitors Bureau in the development and implementation of its mission.

Reports To: Board of Directors, Clermont County Convention & Visitors Bureau

Budget: \$800,000 roughly, from hotel occupancy tax.

DUTIES:

Oversees all administrative, operating and marketing functions of the organization.

- Advises the Chairman of the Board, the Board of Directors and such other committees as designated.
- Develops and supervises the implementation of an annual operating budget and marketing plan, in order to promote the county to local, state, regional, national and international audiences.
- Directs the preparation of the annual budget that supports these activities and presents it to the Board for approval.
- Oversees the creation of financial reports and annual audit reports in accordance with procedures approved by the Board. Works with Board Treasurer preparing budget.
- Attends all meetings of the Board and other designated committees in an advisory, non-voting capacity.
- Develops a strong relationship with local hotel management to match goals and establish a strategic partnership.
- Establishes and maintains ongoing effective communications with community and government leaders, business and cultural institution leaders, convention and event planners, and the local tourism industry.
- Represents the CVB at selected local, state, regional and national conventions that serve to foster the betterment of the CVB's mission.
- Develops and maintains effective organizational policies and ensures all Bureau activities are implemented within these established policies, guidelines, ethical standards and applicable state laws.
 - Selects, trains, supervises and evaluates assigned personnel; coordinates staff training; oversees implementation of discipline and termination procedures for all staff members.
 - Establishes goals for individual departments and assists staff in order to meet those goals.
- Prepares and submits applications for funding Grants.



REQUIREMENTS

EDUCATION and/or EXPERIENCE:

- Bachelor's degree (B.A.) in Hotel Administration or Business Management from four-year college or university and seven to ten years of experience in hospitality sales or bureau sales is desired
- Previous sales and/or marketing experience a plus within the convention and tourism industry.
- CDME, CMP, TMP or other related industry designation is preferred.

REQUIRED SKILLS:

- Strong Verbal & Written Communication Skills
- Management & Supervisory Skills
- Highest Ethical Standards
- Planning & Marketing
- Customer Relations
- Interpersonal Skills
- Time Management
- Strategic Planning
- Strong Leadership
- Professionalism
- Team Building
- Presentation
- Sales Skills
- Negotiation
- Diplomacy
- Multi-tasking



OTHER REQUIREMENTS:

- Salaried position which requires night and weekend work as well as some travel.
- Must be team and detail-oriented and willing to work in fast-paced/goal-driven environment.

FOR THE FIRST 12 MONTHS:

1. Assess the operation of the Bureau including: current programs, processes, financials, and strategic direction.
2. Develop strong and meaningful relationships with all hotels, constituents, elected officials, and local entities.
3. Continue to build a strong partnership with the County economic development leaders to focus on common goals.
4. Become involved with the community and build relationships with other community and government organizations.
5. Develop a strategic plan that includes short and long term goals for the President and for the staff.
6. Investigate opportunities to create events that can drive visitors to the county and enhance the experience.