



BEULAH CVB EXECUTIVE DIRECTOR

Job description statements are intended to describe the general nature and level of work being performed by employees assigned to this job title. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required.

GENERAL SUMMARY

Under general administrative direction, this position is responsible for planning, directing, managing, and overseeing the City of Beulah's convention and visitor activities and operations including marketing, sales and services in order to attract overnight visits to the city. Will manage the daily operations of the Convention and Visitor's Bureau; plans, coordinates, and markets activities to enhance the City's image as a destination for conventions, corporate meetings, business and leisure travel, tournaments, tours, and events. Promotes the City's lodging and attraction products to a variety of visitors to our community.

SUPERVISION

Under limited direction and supervision this position reports to the Beulah CVB Board of Directors and the Board Chair.

ESSENTIAL JOB FUNCTIONS

Duties include:

Responsible for leading Beulah CVB in a manner that supports and guides the organization mission as defined by the Board of Directors.

Implement sales plans and strategies to solicit through written, verbal, and social media communications to various groups, organizations, individuals, etc. for the purpose of attracting potential customers for conventions, corporate meetings, business and leisure travel, tournaments, tours, and events.

Maintain working rapport with hotel management, merchants, attraction owners and operators, restaurateurs, and their respective associations or organizations, encourage and develop participation in tourism promotions and tie-ins.

Maintain a high degree of knowledge on existing Beulah products through frequent visits, site inspections and tours of facilities.

Act as City's representative in matters pertaining to various tour and travel associations and other similar organizations.

Coordinates attendance at trade shows, industry meetings, sales efforts and bid presentations to promote the City of Beulah as a destination.

Build and maintain records, reports and database on active accounts, prospective leads, and sales activities on an ongoing basis.

Track and follow up on leads and correspondence for established and potential accounts/visitors and follow up on potential leads.

Design, implement, manage, and track preparation and distribution of individual visitor fulfillment packets.

Work with hoteliers to create opportunities for area attractions including packaging of guest rooms concentrating on target and emerging markets.

Develop group tour business that includes overnight accommodations.

Develop plans and implements Beulah's CVB goals and objectives, recommends, and administers policies and procedures.



Attend and participate in professional groups and committees, conferences, conventions, trade shows, and special events in other cities to gather information.

Conduct overnight travel as necessary to meet with business prospects, participate in marketing event and meetings in and outside of North Dakota, which may include evenings and weekends.

Attend City Council and County Commissioner meetings, as necessary, and take necessary action regarding Council agenda items.

Manage and participate in the development and administration of the departmental budget; estimates funds needed for staffing, equipment, materials, and supplies; directs the monitoring an approval of expenditures; and directs the preparation and implementation of budgetary adjustments as necessary.

Selects, motivates, and evaluates department staff; provides and coordinates training and works with employees to correct deficiencies; and implements and administers disciplinary and termination procedures.

Plans, directs, and coordinates, through subordinate-level staff, the department work plan; meets with staff to identify and resolve problems; assigns projects and programmatic areas of responsibility; and reviews and evaluates work methods and procedures.

Effectively communicate with the board and board chair on a regular basis.

Performs related duties and fulfills responsibilities as required.

LICENSES OR CERTIFICATES

Valid Driver's License.

QUALIFICATIONS, KNOWLEDGE, SKILLS & ABILITIES

Bachelor's Degree in Business, Hospitality, or related field preferred or demonstrated equivalent experience

Five plus years of work experience in tourism, marketing and/or public relations preferred

Ability to prepare and present clear and concise administrative and financial reports.

Knowledge of operational characteristics, services and activities of a convention and tourism planning program.

Knowledge of components of the travel industry, including visitor demographics.

Knowledge of principles, practices and methodologies of advertising, public relations, and sales.

Ability to establish and maintain effective working relationships with City staff and officials, County government officials, community groups, the public and media representatives.

Skill in operating a personal computer and utilizing rudimentary software.

Ability to identify and respond to community, City Council and County Commissioner issues, concerns, and needs.

Ability to prepare and administer a complex departmental budget and allocate limited resources in a cost effective manner.

Ability to provide administrative and professional leadership and direction to subordinate staff and committees served on.



PHYSICAL DEMANDS AND WORKING CONDITIONS

Physical requirements include visual acuity, speech and hearing, hand and eye coordination and manual dexterity necessary to operate computer keyboard and basic office equipment. Subject to sitting and standing to perform the essential job functions. General working conditions are in an office or community environment. Hours may be outside of 8 AM & 5 PM

JOB TYPE: Full-Time - Exempt

SALARY DOE: \$60,000 to \$70,000

BENEFITS: This position is eligible to accrue PTO and sick leave based on full-time status. This position will receive paid holiday pay – Other benefits are negotiable.