

THE CLASSIC CENTER

JOB DESCRIPTION

DEPARTMENT: Convention and Visitors Bureau

JOB TITLE: Director of CVB

FLSA STATUS: Exempt

GENERAL DESCRIPTION:

The Director is to manage the Convention and Visitors Bureau in accordance with the guidelines established by The Classic Center's Authority President; the VP of Sales, Marketing, and Outreach; and its Policies and Procedures. This position will report directly to the VP of Sales, Marketing, and Outreach. The primary responsibilities are to carry out the goals and objectives established in the program of work, organize all available resources, provide clear direction to the staff, enforce policy, recommend strategic changes (including product development), effectively promote Athens (including a consistent brand), maintain budget guidelines, continue to research new prospects, and oversee the coordination of Athens' resources/partners to reap the maximum benefits for the meetings and conventions, sports tourism, and leisure tourism markets.

TYPICAL WORK ROUTINE INCLUDES, BUT NOT LIMITED TO:

1. Organize, train, direct, and motivate staff to accomplish goals/KPIs and objectives as outlined in the program of work, which is approved by the VP of Sales, Marketing, and Outreach, as well as the President of The Classic Center Authority.
2. Develop an operating budget within the guidelines established by the VP of Sales, Marketing, and Outreach.
3. Monitor, control, and manage all financial resources allowed in the CVB budget to ensure the most effective use of these resources. Formulate CVB budget, approve all CVB spending, and sign off on monthly financial reports. Ensure all revenues and expenditures are properly recorded and representative of actual transactions that have taken place in accordance with the laws of hotel tax and approved by superiors.
4. Ensure that goals/KPIs and objectives are being met and strive to exceed expectations.
5. Act as a primary representative for all public relations for the hospitality and tourism industry of Athens-Clarke County.
6. Coordinate all available resources and act as the central point of information in Athens-Clarke County for items including but not limited to:
 - Accommodations

- Community calendar
 - Convention and visitor services
 - Hospitality industry training
 - Restaurant information
 - Transportation
 - Visitor and hospitality industry
 - Visitor attractions
7. Oversee brand image and destination marketing:
 - Manage consistent presence of the CVB's (Athens destination) brand; analyze effectiveness of reach and impact on target audiences.
 - Produce sales & marketing collateral for all target audiences (leisure and meetings & conventions), including the official Athens Visitors Guide, media kit, and sales profile sheets.
 - Develop, manage, and optimize print and digital advertising campaigns.
 - Develop and manage a leading website in terms of design, content, and features to provide top user experience for target audiences. Create, keep current, and optimize search performance for VisitAthensGA.com.
 - Create video, blog, and social media content to provide compelling storytelling of Athens' most distinctive draws as a destination.
 - Achieve significant coverage through public/media relations.
 8. Develop customer service training needed to maintain a competitive advantage in the marketplace.
 9. Oversee prospecting efforts to ensure new business continues to be generated for our city's venues, hotels, attractions, and other partners.
 10. Recommend new product development by staying in touch with customers and current trends in the industry to keep maximizing economic impact of tourism.
 11. Oversee sales efforts (KPIs, pace reports, room night counts, and STAR Reports) for maximum results.
 12. Actively participate in generating qualified leads to all members of the hospitality/tourism industry.
 13. Approve all CVB contracts with set monetary threshold.

14. Conduct bimonthly CVB staff meetings to ensure goals/KPIs and objectives are being met.
15. Continuously be aware of competition and recommend changes that will give Athens a competitive edge.
16. Recommend organizational changes, disciplinary action, hiring of new employees, and training programs as they relate to maximizing the economic impact of Athens.
17. Track, maintain, and report successes of the Bureau at Classic Center and community meetings.
18. Produce regular reports showing accomplishments, competitor data, economic impact, hotel occupancy/ADR, number of visitors, and other information required.
19. Recommend policies and procedures to superior for adoption by The Authority to ensure an efficient and effective professional organization is maintained.
20. Oversee and be responsible for daily operations of the Convention and Visitors Bureau. Ensure entire team will always be conducting business in a highly professional, ethical, and dignified manner.
21. Proof all materials generated by the CVB or its agencies and be responsible for the coordination of such materials, their accuracy, completeness, and distribution.
22. Coordinate and communicate with all other community organizations such as the Chamber of Commerce, local lodging, Downtown Development Authority/DABA, Arts Council, Historic Athens, Athens-Clarke County Government (including Leisure Services), The University of Georgia, and our business community, in general, to be well informed of the CVB's activities and to market and work with these other organizations to promote Athens to the outside world.
23. Actively represent the CVB at community events, including boards and committees.
24. Operate an advisory board that meets quarterly, apprise it of CVB happenings throughout the year, and seek input from it for the CVB's program of work. Ensure that the advisory board is an appendage of the CVB, helping the CVB accomplish its program of work and understanding that The Classic Center Authority is the legal policy board for the CVB.

REQUIREMENTS

1. College degree in marketing or tourism preferred
2. Minimum of three years' experience working at a destination marketing organization in management
3. Minimum of one year of hotel sales experience preferred
4. Background in community development
5. Background in working with elected officials