

VISIT BATON ROUGE

JOB DESCRIPTION

Job Title: President & CEO
Date: March 2022
Direct Report: Board of Directors
Classification: Exempt

Position Summary

The primary role of the President & CEO is to direct and lead Visit Baton Rouge towards its stated mission for the benefit of the Baton Rouge area as a destination market. The President & CEO is to work directly with the Board of Directors or governing body on policymaking and strategy for Visit Baton Rouge. The President & CEO is also responsible for the day-to-day operations and activities of Visit Baton Rouge.

Duties & Responsibilities

A. INTERNAL DUTIES & RESPONSIBILITIES

Responsible for hiring, training, and supervising the Vice President of Administration, Director of Finance, Director of Events & Projects, Director of Destination Sales & Experience, and Director of Marketing & Technology.

Select, train, supervise and evaluate assigned personnel; oversee the coordination of staff training and the implementation of discipline and termination procedures for all staff members.

Serve as advisor to the Chairman of the Board and the Board of Directors.

Attend all meetings of the Board of Directors and other duly designated Board committees in an advisory, non-voting capacity.

Oversee the creation of monthly financial reports and annual audit reports in accordance with written financial procedures approved by the Board of Directors.

Responsible for direct supervision of and preparation of an annual operating budget encompassing all activities and operations of Visit Baton Rouge, which shall be subject to review and approval by the Board of Directors.

Responsible for direct supervision and budget of funds from the American Rescue Program – Tourism Revival Plan received from the Division of Administration of the State of Louisiana, as well as any and all federal, state, local and/or private grants.

Develop and maintain effective organizational policies and procedures to ensure that all activities are implemented within established policies, guidelines, state and federal laws and ethical standards.

Establish goals for individual departments and assist staff in meeting assigned goals.

Supervise and participate in all contract negotiations and prepare and submit applications for external funding as approved by the Board of Directors.

Oversee all administrative, financial, operating, and sales/marketing functions of Visit Baton Rouge.

Perform additional duties as assigned by the officers, the Board of Directors, and such other Board committees as designated, and as provided for in the Bylaws.

B. EXTERNAL DUTIES & RESPONSIBILITIES

Develop and supervise plans to promote the Baton Rouge area as a convention and visitor destination to local, state, regional, national and international audiences.

Respect the diversity present in the Baton Rouge area by promoting equity, diversity and inclusion in the programs and services of Visit Baton Rouge.

Establish and maintain a leadership position in the Baton Rouge area to improve the Baton Rouge area as a destination very attractive to visitors and, with BRAC and others, a place that attracts businesses and young professionals. This includes leadership in efforts to improve convention and entertainment venues that will be in furtherance of these goals.

Develop and supervise implementation of an annual marketing plan for Visit Baton Rouge that is designed to effectuate the goals and objectives of Visit Baton Rouge as set forth in the Strategic Plan; oversee the implementation of the Marketing Plan as approved by the Board of Directors; and allocate the resources necessary to accomplish such objectives.

Cultivate relationships with the travel/tourism and recreation industry and with groups which promote or can influence tourist and convention visitation, as well as with the major local venues which are destinations for or which provide services to such visitors.

Represent the Baton Rouge area at selected local, state, regional and national conventions that serve to foster the betterment of Visit Baton Rouge's overall mission as stated herein.

Establish and maintain collaborative efforts with other stakeholders in the improvement of the Baton Rouge area and the image of the Baton Rouge area locally, regionally, nationally and internationally. These stakeholders include, but are not limited to, BRAC, BRAAF, LSU, Southern, BRCC, the Arts Council, and DDD.

Maintain and improve effective communication with local and state government leaders, stakeholders, and industry partners, particularly in relation to the continuation and enhancement of financial support to Visit Baton Rouge on a regular and continuing basis.

Educate and inform such officials as to the activities, goals and concerns of Visit Baton Rouge; and generally solicit the support of such officials for the programs of Visit Baton Rouge.

Participate and maintain membership in local, state, regional, national, and international organizations and attend their respective meetings as a representative of the Baton Rouge area in that regard.

Oversee the formulation of the marketing, advertising, sales and promotion programs for Visit Baton Rouge.

Act as the official spokesman of Visit Baton Rouge relating to the media.

Act as a spokesman for the Baton Rouge area in the media relating to bringing visitors to the Baton Rouge area.

Consistent with the above, work to improve the image of the Baton Rouge area within the local community.

Assume additional responsibilities as assigned.

Position Qualifications and Requirements

- Preferred to have a CDME Certification or 5 years in a leadership role of a destination marketing organization
- College degree or equivalent relevant experience in a related field
- Strong fiscal, operational, and sales skills
- Excellent communication and organizational skills
- Strong interpersonal skills and willingness to work collaboratively with other stakeholders to improve the Baton Rouge area as a destination
- Strong supervisory and leadership skills
- Ability to work flexible hours including overnight travel both domestically and internationally
- Ability to set and meet multiple deadlines
- Exhibits flexibility and adaptability
- Demonstrates ability to strategically plan
- Possesses valid driver's license and have reliable transportation
- Regularly required to talk or hear, see, sit, stand, walk, use hands/fingers or feel, reach, bend, stoop, climb stairs, and lift up to 25 lbs. *(The physical demands described are representative of those that must be met by an employee to successfully perform the functions of the job.)*

Disclaimer: Nothing in the job description restricts the Board of Directors' rights to assign or reassign duties and responsibilities to this job at any time.