

# Organization Chart with Responsibilities

## ADMINISTRATION



**Randy Fiveash**  
**Interim President/Chief Executive Officer**

The President & CEO's role is to oversee all administrative duties related to the FACVB Board of Directors and internal Team members. Provides leadership and direction of the Bureau's strategic planning and the execution of research-based marketing, sales, and public relations. Ensure that the Bureau Team's, efforts are focused on the development of a respected, focused, community-based marketing organization, whose sole emphasis is on the growth of the economic health and quality of life of Fayetteville and Cumberland County. This, while ensuring the valuable, positive experience of the visitor and visitor industry members alike. Additionally, ensure the organization's focus on building and maintaining community partnerships with business, organization, and governmental entities and leaders.



**Kelly Brill**  
**Director of Operations and Human Resources**

Responsible for Human Resources, including payroll and benefits. Develop and manage annual budget, including purchasing, accounts payable, and accounts receivable. Manage Visitor Center operations and team. Facility management and board meetings also fall under the Director of Operations and Human Resources. Director in charge of Visitor Center.



**Jennifer Betshlimon**  
**Administrative Assistant**

The Administrative Assistant provides management-level clerical support to the President/CEO and Director of Operations and Human Resources performing a variety of administrative duties and skilled tasks that will include preparing reports, overlooking contracts, conducting research, and collecting data.



**COMMUNICATIONS**

**SALES**

**TOURISM  
MARKETING**

**VISITOR  
CENTER**

# Organization Chart with Responsibilities

## COMMUNICATIONS



### **Vacant**

#### **Director of Communications**

The role of the Director of Communications is to create and direct a media strategy to position the Fayetteville area as a destination for meetings, tournaments, and for leisure travelers. Working collaboratively with the Public Relations partners to secure and track placements in targeted travel media areas. Creates content for all social media outlets and maintains the website to ensure it is updated with content and imagery. Acts as the Public Information Officer and manages crisis communications and local media relations with government entities, fellow tourism partners, and local businesses.



### **David V. Nash**

#### **Director Information Technology and Data Management**

The Director of Information Technology and Data Management is responsible for determining all technology processes, software, and hardware needs of the Bureau. Maintains the website, microsites, and landing pages for VisitFayettevilleNC.com, maintains the integrity and accuracy of all modules of the Simpleview Database. Creates and provides reports, metrics, search on a routine or ad hoc basis. Provides photography services as needed. Maintains office computers and equipment. Is the point of contact with our Network and Database/Website partners.

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## SALES



**Sally Slater**  
**Senior Director of Convention Sales and Sports Marketing**

The Senior Director of Convention Sales and Sports Marketing will oversee the Sales and Sports Marketing departments by marketing and promoting Fayetteville and Cumberland County as a destination for meetings, conventions, and sports events with an emphasis on county and city-wide events. The Senior Director of Convention Sales and Sports Marketing will be responsible for all the Military, Education, Fraternal, Sporting, Religious and other market segments.



**Amy Karpinski**  
**Director of Sports Marketing**

The Director of Sports Marketing's role is to promote the Fayetteville area as a destination for sports tourism. This includes soliciting and confirming sporting events and tournaments on a national, regional, and state-level for Fayetteville area hotels, facilities, and other venues. Relationship and partnership developments are keys to creating a welcoming environment for planners about our community and are a significant role of the Director of Sports Marketing's position.



**Isaiah Griffin**  
**Sales Coordinator**

The Sales Coordinator's role is to assist the Senior Director of Convention Sales and Sports Marketing and the Director of Sports Marketing. Locate new and potential leads for future groups and events. Work closely with the Director of Communications to ensure that groups and events get proper coverage via the bureau's social media platforms. Maintains relationships with community tourism industry partners, businesses, and organizations.

# Organization Chart with Responsibilities

## TOURISM MARKETING



**Angie Brady**  
**Director of Tourism Marketing**

The Director of Tourism Marketing's role is to manage the partner agency's contracts and operate as the point of contact for said agencies. Serve as the resident grant writer to search out support for projects and other programs the bureau would like to complete.

Additionally, be the liaison between the Tourism Development Authority (TDA) grantees and the requirements for those dollars. There is a focus on product development and working with our county-wide attractions. Serving as lead on the bureau's annual Heroes Homecoming county-wide initiative.



**Jennifer Thigpen**  
**Tourism Marketing Coordinator**

The Tourism Marketing Coordinator works at educating local business owners and citizens of the bureau's role in the community and how the FACVB can be of support and service. Working on creating and implementing the Client Concierge Program. Assisting

in evolving and executing the Heroes Homecoming initiative. Field incoming requests for assistance from locals and visitors regarding lodging or venues that are the right fit for them. Provide organic content for social media and assist with engagement. Work closely with Sales on providing additional support for any meetings or sports tournaments that have been secured.

# Organization Chart with Responsibilities

## VISITOR CENTER



**Teletha Rodriguez**  
**Visitor Information Counselor**

Provide visitor services and information on events, restaurants, attractions, lodging, and things to do. Respond to visitor requests for information, sell souvenir items and provide outstanding service to enhance the overall visitor experience; track visitors. Manage

Asset Inventory & Gift Shop merchandise, Fayetteville NC Gear online store, procurement, and support entire FACVB Team.



**Joie Schubert**  
**Visitor Information Counselor**

Provide visitor services and information on events, restaurants, attractions, lodging, and things to do. Respond to visitor requests for information, sell souvenir items, and provide outstanding service to enhance the overall visitor experience; track visitors. Manage

events calendar, seek out event information for calendar, enter in the database, and submit events to outside calendars. Distributes destination guides to AAA, Welcome Centers, and local businesses. Copies and prepares board materials.



**Cardell Hunt**  
**Visitor Information Counselor**

Provide visitor services and information on events, restaurants, attractions, lodging, and things to do. Respond to visitor requests for information, sell souvenir items, and provide outstanding service to enhance the overall visitor experience; track visitors.

Research and update restaurant information in the database.



**Haley Provenchio**  
**Visitor Information Counselor**

Provide visitor services and information on events, restaurants, attractions, lodging, and things to do. Respond to visitor requests for information, sell souvenir items, and provide outstanding service to enhance the overall visitor experience; track visitors.

Research and update restaurant information in the database.