

**Organization:** Finger Lakes Visitors Connection

**Job Title:** President & CEO

**Location:** Canandaigua, Ontario County, NY

**Employment Type:** Full-time, Exempt

## About Us

Finger Lakes Visitors Connection (FLVC) is dedicated to curating, distinguishing, and promoting Ontario County's rich tourism assets. Our mission is to inspire travel, drive economic vitality, and enhance the quality of life for our community. We strive to be a dynamic leader in economic development, social responsibility, and sustainability. We are a 501 c3 and a local development corporation.

## Position Overview

We are seeking a visionary and strategic leader to serve as the President & CEO of FLVC. In this role, you will spearhead the development and execution of our Destination Master Plan, strategic initiatives, and business operations. You will be the lead spokesperson, advocate, and collaborator to ensure Ontario County is a premier destination, fostering economic growth and enhancing the visitor experience.

## Key Responsibilities

- **Strategic Leadership:** Oversee FLVC's vision, business operations, and strategic direction. Identify industry trends, set measurable goals, and drive the growth of Ontario County's tourism sector.
- **Collaboration & Advocacy:** Partner with businesses, government entities, and community organizations to enhance tourism offerings and open new markets.
- **Board & Stakeholder Engagement:** Advise the Board of Directors on organizational matters, including financial, legal, and policy issues. Serve as the chief liaison and representative on local, state, and national industry boards.
- **Fiscal & Organizational Management:** Oversee annual budgets, ensure compliance with legal and fiscal responsibilities, and manage resources to maintain the organization's financial health.
- **Community Relations:** Champion the value of tourism in driving economic development and build alliances to support the organization's mission.

## Qualifications

- Bachelor's degree in Business, Marketing, Public Policy, Communications, or related fields (master's preferred).
- 10+ years of leadership experience in tourism, hospitality, or destination management.
- Proven expertise in not-for-profit management, fiscal planning, and organizational governance.

- Strong relationship-building skills, especially with government entities, boards, and stakeholders.
- Passion for the Finger Lakes region's cultural, recreational, and culinary assets.
- Ability to analyze and interpret economic and marketing data to inform strategic decisions.
- Technological proficiency in Microsoft Office Suite, CRM systems, and presentation tools.

### **Special Requirements**

- Valid passport and driver's license for local, national, and international travel.
- Availability to work evenings, weekends, and holidays as needed.
- Residency within Ontario County is required.

### **What We Offer**

- Competitive salary and benefits package.
- A dynamic, collaborative work environment that values innovation and creativity.
- The opportunity to lead a dedicated team in shaping the future of tourism in Ontario County.

### **How to Apply**

If you are a passionate leader with a vision for community development and tourism growth, we would love to hear from you! Please submit your resume and a cover letter detailing your qualifications and vision for the role to: [hr@visitfingerlakes.com](mailto:hr@visitfingerlakes.com).