



PRESIDENT & CEO

GALENA COUNTRY TOURISM

Galena, Illinois

Position Overview

JULY 1, 2023 START DATE

GALENA COUNTRY



Encompassing the City of Galena and Jo Daviess County, nestled along the Mississippi River in the upper northwest corner of Illinois.

It's true; you can't change time. But if you spend it right, it can change you. So, if you want to make the most of your time, come to a place that's frozen in it. In Galena Country, we've never been like anywhere else, and we're proud of it. To us, history isn't about endings; it's where stories begin. We know one good story always leads to another.

Founded in 1826, we have a history of seeing things others don't. When you're here, you'll see and do things you won't see anywhere else. We call it being original because we may be old, but we're never the same old thing.

The best thing about being where time forgot is that you can lose all track of it. Join us, in another time, in a completely different place.

About Galena Country Tourism

Galena Country Tourism® is the official Destination Management & Marketing Organization for Galena Country®. Our mission is to promote, develop and expand the visitor industry to benefit the local economy and community, including the City of Galena and Jo Daviess County, Illinois. We promote Galena Country as the Midwest's premier destination for overnight visitors. Galena Country Tourism is supported by a board of 11 directors, representatives from the travel and tourism industry, local government, and experienced businesspersons. Tourism in Galena Country is on the rise and considered a critical economic driver, including \$313 million in visitor spending in 2021, an 18.4% increase above pre-pandemic numbers.

THINGS TO DO

The great thing about a trip to Galena Country is that it's your story to write. Take on an outdoor adventure along the Mississippi River. Spend hours exploring the nooks and crannies of our many historic sites. Tap into your inner foodie and indulge in rich local flavors. Browse endless boutiques and shops featuring exquisite works of art from local artists. Soar the skies in a hot air balloon. Take a trolley around town. Or tee up a round of golf on our championship greens. Simply put, Galena County has a something for everyone. (visitgalena.org/things-to-do/)

Events

Loaded with annual tours, makers & musicians, classes, festivals and special entertainment, Galena Country always has something exciting happening! (visitgalena.org/events/)

Arts & Culture

What better way to experience the art culture in Galena Country than to get your hands in there and do it yourself. String beaded bracelets. Create handcrafted cards. Throw your own set of dishes. Paint a canvas. Or, learn to cook a new meal or pastry. Galena Country has many ways to experience local art culture. (visitgalena.org/things-to-do/arts-culture/)

Health & Wellness

A great place to unwind – especially when you add in a trip to the spa or book a private yoga session. Plus, many bed-and-breakfasts, inns, and resorts will also help arrange health and wellness experiences! (visitgalena.org/things-to-do/health-wellness/)

Museums & History

A walk through Galena Country is like taking a journey back to the 19th century. Where else can you walk the steps Ulysses S. Grant took to work? Or stand in the room where he heard he had become the 18th President of the United States? It's historic treasures like these, and vignettes of what life was like in the 19th Century, that make it an authentic step back in time. It's also why so many of our sites are listed on the National Register of Historic Places.

(visitgalena.org/things-to-do/museums-history/)

Nightlife

Hit the town to hear some great bands and musicians at various places throughout Galena Country. Your toes will be tapping to the classics, modern pop/rock, country hits, soulful energetic folk tunes, bluesy guitar riffs, groovin' Irish pub tunes and more. So dance and sing along! (visitgalena.org/things-to-do/nightlife/)

Outdoors

Outdoor play knows no bounds in Galena Country. From waterways and byways to unbeaten paths for the whole family, Galena Country offers a thrill-seeker's dream. Bikes, boats, balloons, birds and bluegill are in abundance during the warmer seasons. Grab a pair of skis, lace up your skates, sled down a hill and more for winter fun! Enjoy scenic views as you explore our rolling hills, miles of trails and breathtaking bluffs. (visitgalena.org/things-to-do/outdoors/)

Shopping

You'll understand the real meaning of the phrase "shop 'til you drop" once you hit the streets of Galena Country. Voted one of "America's Best Main Streets" by Fodor's Travel and Parade.com, you'll love browsing through Galena's 19th-century Main Street with more than 125 storefronts featuring clothing, jewelry, collectibles, specialty items, gifts, and more. But that isn't all you'll find. You don't want to overlook the many charming shops that are scattered throughout nearby villages and the scenic countryside. (visitgalena.org/things-to-do/shopping/)

Wine, Beer, & Spirits

Lift a glass to award-winning beer, wine, and spirits made in Galena Country. Taste and tour your way through the county at alluring wineries, a distillery, and craft breweries. Perfect for a romantic scenic drive, rural Galena Country boasts some of the area's best culinary fortunes. (visitgalena.org/wine-beer-spirits/)

POSITION SUMMARY

ABOUT THE JOB

Greater Galena Marketing Inc. (DBA – Galena Country Tourism) is searching for an energetic, entrepreneurial leader to serve as the President/CEO of the organization. Galena Country Tourism is the official destination marketing organization for historic Galena and Jo Daviess County, Illinois and, as such, is responsible for promoting the area as a premiere year-round travel destination to consumers, groups, media, small meetings and conventions and niche markets, thus creating quality overnight visitors to the destination.

The ideal candidate will be a self-starter with an entrepreneurial spirit. The President/CEO reports to an eleven-member Board of Directors representing business interests from government, retail, restaurants, large and small lodging, local attractions and at-large members. The President/CEO directs and leads the DMO toward its mission and works directly with the board on policy making and strategy for the organization.

The President/CEO provides leadership for planning, budgeting, implementing Galena Country Tourism programs, tourism promotion, fund raising and membership recruitment and retention. The President/CEO is the primary spokesperson and public face for Galena Country Tourism and serves as the liaison to the local government, the convention and visitor's DMO, the chamber of commerce, and other local, state, regional and national groups.

MAJOR RESPONSIBILITIES

Key Areas:

- Collaborator and Motivating
- Communications and Public Relations
- Governmental Affairs
- Administrative Management
- Financial Management
- Program Planning and Coordination
- Tourism Promotion and Oversight
- Membership Service
- Strategic Planning, Marketing, and Special Events
- Staff Relations and Human Resources
- Grant Writing and Revenue Streams
- Contract Negotiations
- Destination Development (Placemaking)



POSITION SUMMARY

Administrative:

- Oversees all administrative, operating and marketing functions of the DMO.
- Advises and provides leadership to the chairman of the board, the board and other committees as designated by the board.
- Provides information, analysis, and recommendations to the Board of Directors for decision-making or approval as required.
- Informs the Board of Directors, constituents, and elected officials on progress with the utmost of accuracy and makes all documents and reports available to them as outlined in the bylaws.

Financial Management:

- Oversees the creation of financial reports and annual audit reports in accordance with procedures approved by the board.
- Develops and supervises the implementation of an annual operating and marketing plan, in order to promote the destination to local, state, regional, national and international audiences.
- Directs the preparation of the annual budget that supports these activities and presents it to the board for approval.
- Directs financial programs to fund new and continuing activities and manages the financial functions towards the achievement of higher productivity through more effective utilization of its human, physical and financial assets.
- Negotiates client contract and seeks new revenue streams.

Policies and Goals

- Responsible for strategic and operational direction of the DMO, long-term and short-term planning, goal setting, budgeting, performance reporting and evaluation, and action plans.
- Implementation and achievement of the DMO's long-term and short-term quantitative goals relating to visitation, economic impact, bookings, room nights and leads, tourism activity, and FAM trips.
- Develops and maintains effective organizational policies and ensures all DMO activities are implemented within these established policies, guidelines, laws, and ethical standards.
- Establishes goals for individual departments and assists staff in order to meet those goals.

Communications

- Attends all meetings of the membership, the board and other designated committees in an advisory, non-voting capacity.
- Establishes and maintains ongoing effective communications with members, government leaders, business and cultural institution leaders, convention and event planners, the media and the local tourism industry.
- Represents the DMO at selected local, state, regional and national conventions that serve to foster the betterment of the DMO's mission.
- Strong interpersonal, oral and written communication skills with demonstrated ability to be an active listener and consensus builder.

POSITION SUMMARY

Operations

- Selects, trains, supervises, and evaluates assigned personnel; coordinates staff training; oversees the implementation of discipline and termination procedures for all staff members.
- Directs the work environment and quality of life at Galena Country Tourism with the compensation and benefits policies, general working conditions, and quality of life issues.
- Oversees daily office operations, including administrative and reception functions.
- Prepares and submits applications for external funding.
- Promotes and fulfills the goals and service standards of VisitGalena.org.
- Participates in development and training and performs other assigned duties as required.

QUALIFICATIONS:

- Four-year degree from an academic institution; marketing, sales or business major preferred. Several years of relevant experience through progressive levels of responsibility may be considered as an alternative to a four-year degree.
- Several years of progressive sales, marketing and management experience, preferably in the tourism industry.
- Previous experience with voluntary board governance and management.
- Experience and working knowledge of Microsoft Office and Quick Books.
- Ability to work with and maintain highly confidential information.
- Ability to work both independently and as a part of a team.
- Ability to be an effective collaborator and innovator.
- Knowledge of marketing, business theories, practices and procedures.
- Knowledge of budget development.
- Excellent verbal, written and presentation skills.
- Strong interpersonal skills and an ability to provide leadership.
- Experience in supervision with proven ability to recruit, train and develop staff.

TOP PRIORITIES

- Get to know the internal staff, organizational structure, responsibilities, needs, and goals. Begin to evaluate the team and build rapport.
- Build relationships and lines of communication with stakeholders, elected officials, and partners.
- Create a sales & marketing plan targeting business for 2023 and 2024 while continuing the momentum for future years.

