

Golden Isles Convention & Visitors Bureau

Job Title: Senior Director of Business Development

Department: Marketing

Reports to: CEO

Classification: Full Time, Year-Round Position with Benefits

SUMMARY

The Golden Isles Convention and Visitors Bureau is a nationally recognized destination marketing organization dedicated to promoting tourism in Glynn County, Georgia. The Senior Director of Business Development is responsible for driving the growth and success of CVB cooperative marketing, co-branding opportunities, the partnership program and community events. This position engages with destination businesses to further regional collaboration and support the CVB's Programs. The Senior Director is responsible for identifying new business opportunities, building relationships with top-tier partners, and executing strategic initiatives to connect the CVB with the community, which will ultimately serve to provide visitors to our area the best experience possible. The Senior Director of Business Development will need to attain an in-depth understanding of the CVB's mission and marketing plan, as well as the short-term and long-term goals and priorities to be successful in this role.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Researches, establishes, and implements a top-tier partnership and business development program, utilizing industry best practices and standards.
- Recruits new top-tier business partners; cultivates and nurtures all partnership relationships for retention and further development opportunities.
- Establishes policies and procedures to create and maintain a successful and robust partnership program.
- Collaborates with internal teams building a bridge between all departmental efforts and strategies.
- Represents the CVB accurately and professionally as a brand ambassador when speaking to external partners and the broader community.
- Works with partners to customize their membership based on their needs while maintaining the CRM and project management software to best support them in alignment with CVB goals.
- Directs the content and timing of partner communications through e-mail blasts, invitations to events and other marketing or co-op related communications.
- Sets goals for the Partnership Team based on the goals of the CVB. Monitors performance, provides feedback, guidance, support, and training to ensure the team's success.
- Responsible for marketing the benefits of working with the CVB's Partnership program by creating collateral, communications, and partnership programming information for distribution.
- Actively oversees and participates in all sales activities related to the partnership program including cooperative marketing opportunities and visitor guide advertising.
- Negotiates sales contracts, ensuring that they are aligned with the company's objectives and financial targets.
- Tracks and analyzes business metrics; prepares timely reports and presentations providing insight and recommendations to the CEO for future business development initiatives.
- Co-develops and implements critical destination marketing and branding opportunities including top-tier advertisements in external publications in alignment with the marketing department's goals.
- Manages external requests and leads directing them to the appropriate community partners.
- Creates and maintains a departmental budget that provides a strong ROI back to the company and the partners served.
- Sets and consistently attains ambitious and realistic annual departmental goals.
- Communicates often and effectively with the CEO, Board of Directors, and business owners.

LEADERSHIP CHARACTERISTICS

- Maintains a positive attitude and role in the organization. Promotes and exemplifies CVB values.
- Represents departmental objectives and interests effectively to internal and external customers.
- Challenges staff to strive for continuous improvement and growth through encouragement, coaching and educational or training opportunities.
- Promotes an atmosphere that establishes customer service as a key value in the organization; uses customer information and feedback to recommend changes and set goals for continuous improvement.

QUALIFICATIONS

- Bachelor's degree in marketing, communications, or another related field
- 5+ years of experience in marketing, sales, or communications
- Demonstrated record of organizational and community leadership
- Demonstrated record of leading key strategic initiatives and implementation thereof
- Proven business acumen, interpersonal and communication skills, verbal and written
- Strong public speaking and presentation skills
- Proven record of meeting or exceeding sales goals
- Strong interpersonal skills, excellent relationship builder
- Professional, trustworthy, and positive leader with strong personal integrity
- Self-motivated with strong leadership and management skills
- Strong awareness and understanding of current trends in digital and social media
- In-depth knowledge of project management processes and workflow
- Ability to think creatively and innovatively
- Strong research, analytical and multi-task skills
- Proficient in the use of MS Office, project management software as well as creative software
- Ability to function effectively in a fast-paced environment with tight deadlines
- An unrestricted driver's license is required.
- Able to safely lift and carry for a short distance up to 50lbs.
- Perform other duties as required.

COMPENSATION

Compensation will consist of an attractive base salary, vacation, health and dental, and vision benefits and participation in the company retirement program.

CONFIDENTIAL INFORMATION

This position has access to confidential information that may include financial, personnel, clients, contracts, passwords, codes, etc. Employees are expected to comply with CVB policies, and all legal requirements related to confidential information.

NOTE: Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this position. These statements are not intended to be construed as a complete list of all responsibilities, duties and skills required. The employee must be flexible regarding changing policies and procedures as well as varying deadlines.