



TITLE: President & CEO

REPORTS TO: Pitt-Greenville Convention & Visitors Authority Board

STATUS: Full Time/Salary | SALARY RANGE: \$90,000 - \$105,000

HOURS: Monday – Friday, 8am – 5pm. Some evening/weekend work and travel required. Accessible during time off and/or PTO as needed.

ABOUT THE GREENVILLE-PITT COUNTY CONVENTION & VISITORS BUREAU:

The Greenville-Pitt County Convention & Visitors Bureau (Visit Greenville, NC) is the official destination marketing organization for Greenville-Pitt County. Our goal is to foster an environment of superior travel and tourism experiences in the leisure, meetings, and sports market segments, while generating significant economic impact for our destination and local tourism-related businesses.

GOVERNANCE:

The Pitt-Greenville Convention & Visitors Authority was chartered as a tourism development authority in 1987 by state and local governments to create the Greenville-Pitt County Convention & Visitors Bureau. This quasi-governmental agency is charged with the marketing of Greenville-Pitt County as a premier destination for leisure, meeting, and sports tourism. CVB operations are supported by a portion of the visitor-paid room occupancy tax. It has a publicly appointed board consisting of 11 members representing both hospitality and non-hospitality entities. In addition, two elected representatives of local government as well as the City of Greenville's Finance Manager are part of the board. The President & CEO is an ex-officio member.

POSITION SUMMARY-PRESIDENT & CEO:

The President & Chief Executive Officer (CEO) requires considerable experience in marketing, advocacy, exceptionally strong leadership ability, management skills, as well as legislative and business acumen. The CEO is responsible for the overall management and direction of Visit Greenville, NC (Greenville-Pitt County Convention & Visitors Bureau) and Play Greenville, NC (Greenville-Pitt County Sports Commission) currently comprising nearly 6 full time staff members, and two part time staff members. The President & CEO has full accountability for the operations and results in the following areas: the sales and services of meetings, conventions, and sports tourism; budget and finance; human resources; technology; partnerships and community stakeholder relations; annual audit; destination development. This position reports to the Pitt-Greenville Convention & Visitors Authority which is composed of appointed members

by both the Greenville City Council, Pitt County Board of Commissioners, and the Greater Greenville Chamber of Commerce.

MAJOR DAILY RESPONSIBILITIES:

- Work with the Vice President of Marketing & Development and Vice President of Sales & Services to implement short- and long-term marketing strategies to attract visitors within the CVB established target markets achieving positive results within visitor spending, occupancy tax and other key product indicators.
- Create, implement, and track the organization's fiscal year budget. The President & CEO will also provide periodic year to date budget and cash balance reports to the CVA's Finance Director and board members, engage in revenue forecasting, provide quarterly reports on expenditures encumbered through receipt of ARPA funds, and maintain financial integrity by participating and providing requested information for the annual organizational audit. The President & CEO will also ensure that the organization's fund balance stays at the appropriate levels and meet all requirements of the Local Government Budget and Fiscal Control Act of North Carolina.
- Serve as an Ex-Officio member of the Pitt-Greenville Convention & Visitors Authority always being available for board members needs and inquiries. The President & CEO will prepare monthly reports, special reports, implement the policies and direction of the board, advise the board of any legislative, legal, or financial changes and direct staff reports at bi-monthly full CVA Board meetings.
- Establishing effective and reciprocal relationships with key community stakeholders within the City of Greenville and Pitt County, partner organizations, elected officials, appointed leadership, and grassroots entities. The President & CEO will serve on various community and organizational boards with the goal of furthering their goals and objectives, establishing mutually beneficial results while engaging in advocacy for travel and tourism efforts in Greenville-Pitt County.
- Act as the face of the organization within Greenville-Pitt County, Eastern North Carolina, state of North Carolina and nation. The President & CEO will represent Visit Greenville, NC and Play Greenville, NC Sports to external audiences, including, but not limited to media, community, visitors, governmental organizations and partner organizations, while creating mutually beneficial relationships and networks within the above audiences.
- Retain membership in and participate fully in those professional membership organizations related to destination marketing and governance.
- Oversee the recruiting and hiring of new employees ensuring that hires support the overall goals and objectives of the organization including the professional development of each employee. The President & CEO will follow all City of Greenville personnel policies.
- Work with all hospitality assets to provide superior facilities for visitors.

OTHER DESIRED CANDIDATE QUALITIES:

- Earned a Master's or Bachelor's degree from an accredited institution with major coursework in the areas of business, governance, communications, management, sales and marketing, and research.

- Job experience with ten plus years of sales, marketing, communications or business development experience. Prior positions in leadership, business planning, business services, and presentation responsibilities in the field of travel & tourism is preferred.
- Destination, hospitality, and/or travel marketing background strongly desired.
- Forward-thinking creative leader who thrives in a fast-paced environment.
- Ability to recognize, assess, and solve problems.
- Ability to define opportunities and lead a team through established objectives.
- Ability to respond to inquiries from the media, public, business community, business partners, and governing bodies in a timely, non-emotionally manner.
- Ability to accurately interpret policy making decisions from governing and stakeholder partners.
- Ability to manage and execute events on behalf of Visit Greenville, NC and Play Greenville, NC Sports.
- Ability to travel and work occasional weekends and evenings.
- Ability to be accessible even while off duty or on PTO.
- Excellent written and verbal communication skills are necessary.
- Pitt County residency required.
- Valid driver's license required.

PHYSICAL REQUIREMENTS:

The work environment and physical demands described here are representative of those that must be met by an employee to successfully complete the essential functions of this job. Reasonable accommodations can be made to enable individuals with disabilities to perform essential functions.

- A majority of work tasks involve working indoors alone on the computer and/or over the phone, collaborating with team and community members, as well as tourism partners
- Tasks will involve extended periods of time at a computer, on a mobile device, or at a workstation and/or extended periods of time standing and walking
- Requires bending, squatting, sorting, kneeling, and reaching to ground level and overhead as required for tasks such as retrieving boxes of brochures and working events
- Must be able to hold, lift, grasp, carry, push or pull up to 50 pounds
- Ability to climb stairs while carrying objects up to 50 pounds in weight
- Work also involves occasional travel to attend local, state, regional, and national meetings, conferences, and events
- Must be able to occasionally work outdoors at community events as needed

TRAVEL REQUIREMENTS:

Must have a valid North Carolina driver's license, current automobile insurance, and own or have access to an automobile when needed. Some local travel, mostly within Greenville-Pitt County, is required, but not extensive.

SALARY & BENEFITS:

Visit Greenville, NC offers a competitive salary commensurate with experience and benchmarked against similar-size destination marketing organizations. Visit Greenville, NC is a part of the City of Greenville NC's benefit package.

Benefits include medical, dental, life insurance, options for short-and long-term disability, flexible benefits health savings account to designate pre-tax deductions and a wellness incentive program. There are 13 paid holidays, 12 days of PTO, and 12 sick days per year earned on an accrual basis. Visit Greenville, NC offers a tuition reimbursement plan, free parking, employee health clinic, and monthly reimbursement for use of personal mobile phone. Visit Greenville, NC participates in the state's defined benefit retirement pension plan, contributing more than 17% of your total earnings to the plan on your behalf with a required 6% employee match. There are also elective 401k, 457B, and Roth IRA programs available as well as optional supplemental insurance policies (accident, cancer, critical illness, etc.) available via payroll deduction.

A cell phone stipend will be provided. Travel outside of Pitt County with a personal vehicle will be reimbursed mileage based on annual IRS standard gas mileage rates. The Greenville-Pitt County Convention & Visitors Bureau (Visit Greenville, NC) also encourages and financially supports professional development opportunities for its employees.

EQUAL OPPORTUNITY EMPLOYER:

The Greenville-Pitt County Convention & Visitors Bureau (Visit Greenville, NC) is an equal opportunity employer. We do not regard race, color, religion, national origin, age, sex, pregnancy, marital status, disability, genetic information, veteran status, sexual orientation or any protected class characteristic when seeking to hire. This practice, in addition to hiring, applies to our recruiting, training, transfers, promotions, job benefits, pay, dismissal practices, social and recreational activities, and any other term or condition of employment.

The Greenville-Pitt County Convention & Visitors Bureau (Visit Greenville, NC) strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures for consideration for this position.

HOW TO APPLY:

Please send a resume, cover letter, references, portfolio of work, and any other relevant supporting materials to be shared with the President & CEO Search Committee to:

Sierra Jones, Vice President of Destination Marketing & Development at
Sierra@VisitGreenvilleNC.com by **Tuesday, March 31, 2026 at 5pm.**

A background check and negative drug test will be required before starting employment.