



Mississippi Gulf Coast Regional Convention and Visitors Bureau d.b.a. Coastal Mississippi

JOB TITLE: Executive Director

DEPARTMENT: Administration

SUPERVISOR: Board of Commissioners

GENERAL JOB DESCRIPTION

Leads all marketing, sales, and operational efforts. Responsible for the growth of tourism and meeting segments by developing and executing an effective brand, marketing and sales strategies. Implements long term strategic planning, financial management and plans and directs beyond day-to-day operations. Creates business plans mutually agreed upon by the Executive Director and the Board of Commissioners. Guides personnel in the creation of a marketing, communication and sales program, a strong customer and internal service ethic with specific emphasis on maintaining cooperative relationships with other agencies having common interest in promoting the Mississippi Gulf Coast as a premier destination, meeting and tourism area.

DUTIES AND RESPONSIBILITIES

- Exercises professional judgement and initiative reporting to the Board of Commissioners.
- Actively supports and leads the achievement and implementation of vision, strategies, goals, objectives, and tactics approved by the Board of Commissioners and as set forth in the Playbook.
- Assumes and displays a leadership role in the development and execution of the scope of work to permanently establish a true tri-county tourism marketing effort.
- Review and approval of staff and agency proposals, plans and work product prior to presentation to the Board of Commissioners or its committees working within the establish budget focusing on creating a premiere travel destination.
- Serves as principal advisor to the Board of Commissioners on matters pertaining to the development of convention and leisure tourism sales, marketing and services.

- Fosters and encourages a positive working environment through good personnel practices, monitoring and evaluating the staff consistent with the goals and objectives set forth in the Playbook.
- Displays familiarity with and exercises good practices, staff motivation and retention and excellent board relationship practices.
- Displays familiarity with and exercises good practices with the three county Board of Supervisors, local governments, state legislators, federal agencies and other governmental agencies as necessary.
- Works with and develops positive relationships aligning efforts with industry partners that market and impact tourism throughout Coastal Mississippi, including the convention industry, casino resorts and tour & travel in a coastal environment.
- Active participation in crisis messaging.
- Develops and obtains market research, prepares market analysis and develops an annual strategic plan to produce the best results within the budget to reach the stated Key Performance Indicators.
- Works with the agencies to develop an annual advertising and marketing plan and directs the agencies through designated staff, creating and evaluating a broad range of marketing programs to support every market segment including collateral, interactive presentations, website and digital campaigns and tradeshow support materials under the direction of the marketing and sales committees.
- Maintenance of excellent interactive technology for the latest software, database management and website management to ensure the organization is on the leading edge of technology.
- Prepares annual budget, revenue estimates and the annual financial statement audit ensuring the financial integrity of the organization and regularly reports financial condition to the Board of Commissioners as required.
- Approves payment of invoices as authorized by the Board of Commissioners.
- Other duties as assigned by the Board of Commissioners.

QUALIFICATIONS FOR THE JOB

- Bachelor's degree in business, marketing, management, hospitality and tourism or related field.
- Minimum of five to ten years of senior management with the tourism industry.
- Experience in managing a budget of \$5,000,000 or more.
- Proven track record of booking conventions, meetings, and tradeshow at a large convention center (400,000 sq ft) including a working knowledge of key tradeshow and meeting planner contacts within the association executive, convention organizer and all market segments.
- Proven track record of booking or stimulating significant leisure travel through the group and FIT markets including working with wholesalers, receptive operators and internet providers.

