

MACKINAC ISLAND CONVENTION & VISITORS BUREAU

mackinacisland.org | Mackinac Island, Michigan

POSITION ANNOUNCEMENT

Executive Director

Mackinac Island Convention & Visitors Bureau | Mackinac Island Tourism Bureau | MITB-PAC

Location Mackinac Island, MI	Employment Type Full-Time, Year-Round	Reports To Board of Directors
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ABOUT THE ORGANIZATION

Mackinac Island is one of Michigan's most iconic destinations — a community where horse-drawn carriages and bicycles are the only transportation and Victorian architecture meets the pristine waters of Lake Huron. The Mackinac Island Convention & Visitors Bureau (MICVB) promotes the island to visitors, advances the tourism industry through state and federal advocacy, and serves the local business community through the Mackinac Island Tourism Bureau.

The MICVB operates with four full-time and four seasonal staff, and manages relationships with a state lobbying firm, federal lobbying firm, PR firm, and digital advertising agency. The ED also oversees the MITB-PAC — a federal Political Action Committee advocating for H-2B Visa reform — and represents the island on statewide travel and tourism boards.

THE OPPORTUNITY

The MICVB Board of Directors seeks an exceptional leader to serve as its next Executive Director. This is a rare opportunity to lead a high-profile destination organization on one of America's most storied islands — stewarding a beloved brand, championing the island's interests in Lansing and Washington, D.C., and serving the vibrant business community that makes Mackinac Island extraordinary.

The next ED will inherit a strong organizational foundation, established advocacy relationships, and deep community goodwill — with the opportunity to shape the bureau's next chapter, deepen member engagement, and ensure Mackinac Island remains a world-class destination for generations to come.

KEY RESPONSIBILITIES

Organizational Leadership

- Serve as chief executive of the MICVB, Mackinac Island Tourism Bureau, and MITB-PAC
- Lead and develop a team of four full-time and four seasonal staff
- Report to the Board of Directors on performance, strategy, and financial health

- Manage contracts with the state and federal lobbying firms, PR firm, and digital advertising agency

Destination Marketing & Brand

- Oversee brand strategy and positioning of Mackinac Island as a premier travel destination
- Direct advertising, PR, content, and social media programs that drive visitation and overnight stays
- Manage visitor information booth operations
- Lead event programming that animates the destination and generates media attention

Advocacy & Government Relations

- Lead state-level advocacy with the Michigan Legislature and state agencies
- Direct federal advocacy through the island's D.C. lobbying firm and MITB-PAC
- Represent Mackinac Island on statewide travel and tourism boards and coalitions
- Cultivate relationships with elected officials and policy stakeholders at all levels

Mackinac Island Tourism Bureau & Member Engagement

- Lead the Mackinac Island Tourism Bureau — the island's chamber of commerce — overseeing member recruitment, retention, and programming
- Serve as a trusted resource and advocate for the local business community
- Foster collaboration across tourism, retail, hospitality, and civic stakeholders

Finance & Administration

- Develop and manage the annual budget across all three entities
- Pursue grants, sponsorships, and revenue diversification opportunities
- Ensure compliance with all nonprofit, Tourism Bureau, and MITB-PAC regulatory requirements

QUALIFICATIONS & REQUIREMENTS

Required

- Minimum 5 years of experience in tourism, destination marketing, DMO management, hospitality, or a related field
- Proven ability to lead a small professional team, including seasonal staff
- Experience overseeing marketing, advertising, PR, or brand programs
- Strong relationship-building skills with the ability to represent the organization at government, industry, and community levels
- Experience managing vendor or agency relationships (advertising, PR, lobbying, or similar)
- Financial management experience including budget development in a nonprofit or association setting
- Seasonal island residency required — executive housing on Mackinac Island is provided with a portion of costs subsidized by the employer
- Ability to travel as needed for advocacy, conferences, and industry events

Preferred

- Experience in government relations or advocacy at the state or federal level
- Familiarity with PAC administration, compliance, and H-2B Visa workforce policy

- Experience in a seasonal, island, or resort destination market
- Existing relationships with Michigan tourism stakeholders and/or elected officials
- Bachelor's degree in marketing, communications, public administration, or business; graduate degree a plus
- Fluency in digital advertising, social media strategy, and content marketing

COMPENSATION & BENEFITS

Salary Commensurate with experience; competitive with the scope of this role

Health Insurance Comprehensive health insurance provided

Retirement 401(k) retirement plan

Residency & Housing Access to executive housing on Mackinac Island with a portion of costs subsidized by the employer

Remote Work Remote work opportunities available during the off-season

Vacation & Leave Comprehensive vacation and leave policies

Professional Development Support for industry conferences and continuing education

HOW TO APPLY

Submit a letter of interest, current resume, and three professional references to the MICVB Board of Directors. Applications are reviewed on a rolling basis; the position is open until filled.

Submit applications to:

MICVB Board of Directors — Executive Director Search

Email: director@mackinacisland.org

Web: mackinacisland.org

All inquiries are treated with strict confidentiality.

The MICVB is an equal opportunity employer committed to an inclusive workplace.