



## JOB DESCRIPTION

**POSITION TITLE:** Destination Development Operations Manager  
**REPORTS TO:** Director of Destination Development  
**DEPARTMENT:** Destination Development  
**FLSA STATUS:** Exempt

**AGENCY MISSION:** The Rockford Area Convention & Visitors Bureau drives quality of life and economic growth for our citizens through tourism marketing and destination development.

**POSITION SUMMARY:** Responsible for providing creative, organizational and logistical support in the execution of RACVB signature events and initiatives including: Stroll on State, Forest City Beautiful, CRE8IV: Transformational Arts, Merry & Bright holiday events, Summer at Davis Park and others, as assigned.

### ESSENTIAL FUNCTIONS:

#### Project Management:

- Lead overall direction, coordination, completion and control of specific projects, ensuring consistency with RACVB strategy, commitments and goals
- Assemble and coordinate project teams and provide overall direction and motivation to drive project completion
- Monitor project timelines to ensure milestones are achieved
- Manage related resources, suppliers, and budget
- Collaborate with Director of Destination Development and Destination Development Event Manager on project changes as needed to achieve desired outcomes
- Present regular progress reports to Director of Destination Development, CEO, Executive Team and other stakeholders; as requested.
- Facilitate the definition of project scope and delivery, and develop full-scale project plans to support the successful implementation and sustainability of new products
- Lead evaluation and assess results of completed projects to ensure ongoing success and sustainability
- Routinely check Stroll on State staging and storage buildings for damage, repair needs and other concerns. Fix issue or determine best course for long term solution.
- Create and maintain detailed inventory of Stroll on State décor and event items.
- Create and maintain detailed map of correct storage locations for all Stroll items.

#### Planning and Leadership:

- Effectively manage a budget that supports a variety of related responsibilities and activities.
- In partnership with internal and external stakeholders, evaluate and recommend destination development initiatives that improve tourism for the region, for example: new or enhanced visitor experiences and attractions, culture, access and signage opportunities.

**Beautification and Enhancement Programs:**

- Business is Blooming – in conjunction with events manager, redevelop and advance program to additional community areas and increase awareness of program.
- Routinely check RACVB owned sculpture and mural installations for damage and repair needs. Fix issue or determine best course for long term solution.

**Special Events:**

- Visualize the big picture, identify and document processes to maximize ongoing efficiencies.
- Lead the recruitment, retention, and training of volunteers for Santa's workshop; assist with volunteer recruitment efforts for Stroll event day and other events, as assigned.
- Assist RACVB in event planning/coordination and attraction development for Stroll on State, CRE8IV: Transformational Arts, Forest City Beautiful, Summer at Davis Park and collaborate with partners for additional Merry & Bright events and others, as assigned.
- Create detailed site plans to include layout, creative set, parking, logistics for entertainment, attractions, performers, guests, market vendors, food & beverage vendors for various events, as assigned.
- Create and update processes to maximize ongoing efficiencies for Stroll on State, Merry & Bright, Forest City Beautiful, CRE8IV: Transformational Arts and others, as assigned.
- In conjunction with the lead Sharefest volunteers, create a sustainable succession plan and lead the recruitment/training of new core volunteer team. Regular attendance to workshop activities is required.
- In conjunction with the lead Sharefest volunteers, lead the execution and planning of Santa's workshop, decoration days, day of set up and teardown and back in the box.
- Update opportunity checklists, templates, project plans, and other tools to streamline and simplify execution the next time a similar event is conducted.
- In conjunction with the Events Manager, develop role definitions, responsibilities and organizational chart for volunteer leads and volunteer positions, in assigned areas.
- Prepare timely thank-you notes to speakers, sponsors, and key volunteers after events.
- Assist with post-event evaluations and debriefs to determine how future events can be improved.
- Maintain detailed records: vendor contracts, entertainment, suppliers, municipalities, partner organizations, special event notes and records of events, as needed.
- Participate in research and development, which will require site visits, as new initiatives or new signature events are considered and planned.
- Maintain Stroll on State decorations and fix minor electrical repairs, as needed, throughout holiday season.

**Additional Responsibilities:**

- Grow community relations by serving as a resource to Rockford regional event coordinators; as directed by Director of Destination Development.
- Develop goals and manage timelines for department needs.
- In conjunction with events manager, oversee budgeting, planning and managing of special event expenses and programs while maintaining sponsorship revenue sources.
- Maintain regular communication with Marketing team to ensure timely and strategic communications such as advertising, invitations, media relations efforts, special event recaps and social media efforts.
- Perform other responsibilities and special projects as assigned.

**KEY CONTACTS:**

- RACVB Board Members
- Key contacts w/ City, County, Park District, etc.
- Local/Regional Media
- Industry partners, e.g., hotels, restaurants, attractions, retail
- Sponsors & Donors
- Volunteers
- Vendors and Suppliers

**CRITICAL KNOWLEDGE, SKILLS AND ABILITIES:**

- Highly organized with the ability to meet competing deadlines.
- Comply with budget and financial procedures.
- Proficient on Microsoft Office Suite – Word, Excel, PowerPoint, will teach Simpleview, some experience in Adobe, InDesign, and Photoshop helpful.
- Ability to read and write reports, business correspondence and marketing materials.
- Ability to effectively present information and respond to questions from the public including representatives in business, hospitality and media.
- Enthusiastically networks to build relationships, on a local, regional and national level.
- Play a leadership role inside and outside the organization.
- Have a good understanding of the tourism industry and its trends.
- Have strong interpersonal skills that allow for success in a team environment.
- Possess confident communications capabilities in both written and verbal forms.
- See the big picture while being able to implement effective strategies and tactics.
- Must be able to manage own time and priorities to ensure that deliverables are completed on time, within budget, achieving the desired scope, and the required level of quality.
- Must be detail oriented.
- Must be committed to providing prompt responses to inquiries and requests and be relentless in following up until tasks are complete.
- Willingness to embrace and adhere to RACVB standards and corporate culture.
- Flexibility with evening/weekend meetings and events, as needed.
- Must have a valid driver's license.

**EDUCATION/EXPERIENCE REQUIREMENTS:**

Bachelor's degree in Marketing, Public Relations, Tourism, Business or relevant field and three to five years' experience in community event planning or equivalent combination of education and experience. Destination/ tourism experience is a plus. Candidate should demonstrate an innovative use of research, strategy, creativity, collaboration and project management skills to produce meaningful results. Experience with event planning and management; especially for large events. Experience with recruitment, retention and management of volunteers is helpful. Candidate should project professionalism and confidence while willing to roll up the sleeves when necessary. Integrity, innovation, initiative and integration form the basis of all work and relationships.

**PHYSICAL REQUIREMENTS:**

- Office Work - Light Exertion up to 20 lbs. force occasionally and/or up to 10lbs. frequently.
- During Events - Medium Exertion up to 50 lbs. force occasionally, and/or up to 20 lbs. frequently.
- Perform repetitive tasks/motions.
- Ability to see.
- Hear alarms/telephones/normal speaking voice.
- Have good manual dexterity.

- Have good eye-hand-foot coordination.
- Ability to stand and/or walk for long periods of time.
- Ability to work outside in extreme weather conditions

**PREPARED BY:** Kristen Paul

**PREPARED DATE:** June 2021

**APPROVED BY:** John Groh

**APPROVED DATE:** June 2021

I have reviewed the above job requirements and verify that I meet the minimum requirements and can complete the essential functions of this position. In addition, I have a valid IL driver's license with a clean driving record, and agree to have a criminal background check.

Applicant/Employee Name: \_\_\_\_\_ Date: \_\_\_\_\_

Applicant/Employee Signature: \_\_\_\_\_