



Now Hiring

EXECUTIVE DIRECTOR

VALDEZ CONVENTION AND VISITORS BUREAU

The Valdez Convention & Visitors Bureau is a non-profit organization that collaborates and partners with municipal, community and business organizations to promote Valdez as a destination for year around local and regional travel and tourism. Capitalizing on resources that Valdez has to offer is at the core of the Valdez Convention & Visitors Bureau mission.

What sets the organization apart is its entrepreneurial and innovative approach to driving economic impact in our region.

The VCVB is a non-profit 501(C)(6), an association of persons whose purpose is to promote the common business interest of its members.



**SEND RESUME AND REFERENCES TO
EXECUTIVEDIRECTOR@VALDEZALASKA.ORG**

valdezalaska.org

907-835-2984

POSITION OPEN UNTIL FILLED



POSITION SUMMARY

Jiyoon Jung Kim/Ovibos Consulting

This is the senior management position for the Valdez Convention & Visitors Bureau (VCVB). The Executive Director of the VCVB will achieve the mission of the Bureau through implementation of the strategic objectives determined by its Board of Directors. The Executive Director has primary accountability for the accomplishments and fiscal integrity of the entire organization. The Executive Director is expected to work with the Board of Directors to determine the focus and direction of the Bureau. The Executive Director is responsible for developing the Bureau's capabilities, acting as its spokesperson and representing it before others. The Executive Director is expected to work with representatives of local government in coordinating the activities of the Bureau and in negotiating financial support. The Executive Director will manage all operations and activities, including providing direction to staff and ensuring proper fiscal and operational management.

From a professional perspective, the ideal candidate will bring leadership experience from a marketing focused organization where they developed and implemented programs focused on driving economic impact. From a personal perspective, the ideal candidate will be a dynamic, passionate, entrepreneurial, market-driven leader and communicator.

RESPONSIBILITIES

Administrative

- Oversees all administrative, financial, marketing, and operating functions of the VCVB
- Advises the Chairman of the Board, the Board of Directors, and other committees as designated
- Provides information, analysis, and recommendations to the Board of Directors for decision-making or approval as required
- Informs the Board of Directors, members, and elected officials on progress with the utmost of accuracy
- Assists the Chairman of the Board and Committee Chairpersons with preparations for all Board of Director meetings, and board committee meetings; serves as ex-officio member of all Board committees and subcommittees

Financial Management

- Directs the preparation of the annual budget that supports the activities of the organization
- Presents the budget to the Board of Directors for approval and prepares the annual funding request for presentation to the City of Valdez
- Ensures the highest standards in handling of funds, accounts receivable and payable; provides regular monthly, quarterly, and annual financial reports to the Board of Directors for review

- Oversees the creation of the annual financial reports and audit in accordance with procedures approved by the Board of Directors
- Prepares and submits applications for external funding
- Directs financial programs to fund new and continuing activities
- Ensures compliance with contracts issued by government funding sources and any other applicable local, state, and federal guidelines or regulations

Marketing and Communications

- Responsible for the marketing strategy of the VCVB; provides vision, priorities, and implementation strategy to the Board of Directors
- Develop and supervise the implementation of the annual destination marketing plan, including visitor service programs
- Ensure programs are consistent with the mission of the organization and identify new programs and/or methods to achieve goals
- Directs program priorities in a manner consistent with the strategic plan and intent of the Board
- Establish and maintain ongoing effective communications with members, government leaders, business and cultural leaders, convention and event planners, and the local and statewide tourism industry
- Affects two-way communications with the public, media, industry professionals, members, civic and community organizations, and personnel
- Represents VCVB at selected local, state, regional, national, and international conventions that serve to foster the betterment of the organization's mission
- Represents the tourism industry to policymakers, ensuring the impact on the tourism industry is a consideration in decision-making
- Serves as the primary advocate for the industry as well as a focal point of industry knowledge
- Represents the VCVB and the Valdez visitor industry as bureau spokesperson; may serve on or participate in state, regional, or national committees as appropriate to the mission of the organization
- Constructively participates in community affairs related to tourism
- Works cooperatively with the City of Valdez, Alaska Travel Industry Association, and other organizations as appropriate

Operations

- Directs the work environment and quality of life at the VCVB; is responsible for the development of compensation and benefits policies, working conditions, and culture
- Selects, trains, supervises, and evaluates full and part-time staff; coordinates staff training; oversees the implementation of discipline and termination procedures for all staff members
- Provide resources and development and empowers subordinates to carry out responsibilities
- Establish goals for individual departments and assists staff to meet those goals
- Manage contractors performing services for the organization
- Ensures VCVB facilities are maintained and in good working order; administer lease agreements and other contractual services in and around the building

QUALIFICATIONS

Demonstrate a minimum of five years relevant experience in the following areas:

- Marketing, communications, and program development
- Budget development and financial administration
- Personnel and office management

QUALIFICATIONS (continued)

- Member Relations
- Government and Community Relations

Degree in related discipline and working knowledge of tourism industry preferred.

Three professional references required; must be verifiable.

Must possess excellent written and oral communications skills; position requires frequent public interaction.

Should demonstrate competency/understanding of Microsoft, Adobe Creative Suite, Canva, Simpleview, Quickbooks accounting software, Mailchimp, and project management software.

Must possess a valid Alaska State driver's license.

Key Characteristics:

- Leadership
- Strategic
- Collaborative
- Good Listener
- Diplomatic
- Humble & Relatable
- Excellent Communicator
- Creative & Innovative
- Inclusive
- Relationship Builder
- Transparent & Open
- Engaged & Engaging
- Consensus Builder

WORK ENVIRONMENT

This is a full-time position, with frequent evening and weekend hours required. The position is exempt from overtime wages above negotiated and Board approved salary and benefits.

Must be willing to travel for meetings, VCVB promotional efforts and other appropriate events and activities.

Facilitates good communication with VCVB members, governmental bodies, industry representatives, the media, and the public. Maintain a professional image and work habits and represent the VCVB in a manner that reflects positively on the organization and the community.

SUPERVISION:

The Executive Director is selected by the Board of Directors of the VCVB and serves solely at their discretion. The ed reports to the Board of Directors and may be terminated at any time, for any or no reason, without notice and without a hearing by a majority vote of the Board of Directors.

Participates in performance review on an annual basis or as required by the Board of Directors.

COMPENSATION:

Salary Range: \$68,224-\$80,824

- The Executive Director's salary will be based on experience and qualifications. Salary and employment benefits are subject to negotiation and approval of the VCVB Board of Directors. Salary and benefits of employment will be provided in a written contract, effective upon signing by the Board Chair and the Executive Director.
- Wage increase, and other considerations will be subject to satisfactory performance review and Board approval.