

January 19, 2021



Executive Director

Greater Wilmington Convention and Visitors Bureau

Greater Wilmington Convention and Visitors Bureau is seeking a new Executive Director to lead our organization and further our vision to make Greater Wilmington/New Castle County one of the top tourism destinations on the East Coast. If you are a dynamic, strategic, and forward-thinking Destination Marketing leader, we invite you to learn more about this exciting opportunity!

Greater Wilmington/New Castle County – area description

Location Advantage -Strategically located in the heart of the busy Mid-Atlantic corridor. The state of Delaware is strategically located in the heart of one the nation’s busiest metropolitan corridors, between New York and Washington, D.C. The region is home to 56 million residents, roughly one-sixth of the nation’s entire population. New Castle County is an affordable metropolitan option that is situated in the heart of Delaware with great access to the leading markets on the eastern seaboard.

Within 350 miles of New Castle County (a six-hour drive) you will find nearly one-third of the entire population of the United States. We are also within two hours by car or train of both the commercial and governmental capitals of the country.

HISTORY. CULTURE. GARDENS.

Wilmington and the Brandywine Valley are like a riveting, romantic tale of two cultures, two centuries... even two different worlds. A destination marked by sharp contrasts. Town and Gardens. Past and Present. Commerce and Culture. Beauty and Brains. Gritty and Gorgeous. Historic and Hip. It is these contrasts that make each experience more vibrant, each moment more distinct, and each sight more authentic and beautiful.

Tax-free shopping is available throughout the county in several regional malls such as Christiana Mall and Concord Mall, shopping centers, markets, and the downtown districts of major towns. Historical sites abound in New Castle County, including those in the cities and towns of Wilmington, New Castle, Odessa, and Newark. A wide variety of attractions in Delaware includes theatres, race tracks, golf courses, and casinos, world-

class museums, and gardens, many in the Brandywine Valley area of northern Delaware and nearby Pennsylvania.

The Position

The Executive Director of the Greater Wilmington Convention and Visitors Bureau (GWCVB) is responsible for planning and managing all operations of the Bureau, including Sales, Marketing, Financial Affairs Operations and Membership. As the senior executive of the Bureau, he or she should provide inspiration, leadership and management to ensure that the goals and objectives of the GWCVB are achieved.

Compensation: Salary range of \$60k - \$100 Salary commensurate with experience & qualifications.

- Current GWCVB Benefits for full time
 - Full medical coverage
 - \$1,500 Health savings account
 - Complimentary Parking at Community Service Garage
 - 401k plan with optional employer match or partial
 - A 2-week vacation to start, 3 weeks after 5 years of service
 - Life Insurance (two times pay)
 - Short term disability insurance paid in full
 - Employment Contract

Annual Budget: \$1.8 million (pre-Covid-19)

Relationships

The Executive Director of the GWCVB reports to a 27-member Board of Directors. He or she administers and executes the policies, plans and strategies approved by the Board.

Developing and maintaining positive relationships are essential to this position. As a spokesperson for the GWCVB and the community's tourism industry, the Executive Director interfaces directly with key business leaders, association and industry representatives, governmental representatives at the state, county and city levels, members of the media, the bureau's membership and the community at large.

The Executive Director supervises the staff to ensure that the bureau's mission and policies are carried out.

Primary Responsibilities

The following is a summary of the major functions of this individual's job. The specific duties and responsibilities will vary according to needs, opportunities, and the talents and capabilities of the selected individual.

1. Have established local reputation with tourism, media, and government. Be an

effective one-on-one communicator

2. Establish the Greater Wilmington/New Castle County as a destination post COVID-19 for meetings, small conventions, reunions, sports, and group tours.
3. Position the Greater Wilmington area as a visitor destination with special emphasis placed on the weekend traveler. Possess comprehensive understanding of tourism assets in Greater Wilmington and have a working knowledge of tourism assets throughout Delaware and neighboring states.
4. Prepare and, upon approval of the Board of Directors, implement annual marketing plans for the bureau. Such plans should include sales, strategic marketing, and promotional efforts.
5. Prepare and, upon approval of the Board of Directors, implement annual operating plans and budgets for the Bureau.
6. Oversees the GWCVB website and responses to public and members
7. Manage all departments and divisions of the Bureau
8. Manage the Bureau's personnel program, including compensation, administration, career development and the selection and termination of staff employees. Foster the development of all staff members by providing clear direction of their role and conducting performance evaluations that identify their strengths and weaknesses along with their contributions to the Bureau.
9. Implement local public relations programs that will increase the credibility and image of the GWCVB.
10. With the Board of Directors, set measurable goals and standards for all sales and marketing activities of the Bureau. Additionally, review all action steps undertaken to ensure that the sales and marketing activities are cost effective, results driven and executed professionally.
11. Work closely with other tourism bureaus within our State and region, the Delaware Tourism Office, area attractions and hotels to put together a unified effort which will attract meetings, small conventions, sports events, and tourism to Greater Wilmington. Develop and foster good working relationships with the hotels and attractions to get their cooperation, input, and support of programs.
12. To participate in all community activities that directly relate to the development, promotion and enhancement of the tourism, meeting, and convention product.
13. Develop and maintain positive relationship with external stakeholders and

organizations operating in similar mission space (Wilmington Alliance; DPP; In Wilmington; It's Time, etc.)

14. Executive Director is assumed to be available for a work schedule or expected participation sometimes outside of the 9-5 schedule for events on some nights and weekends for networking and/or travel
15. To grow membership of the Bureau by identifying and enrolling potential new members. To promote, service and enhance the value of membership to the hospitality and tourism-related industries through advertising, membership mailing, networking receptions, seminars, and trade shows.
16. Perform other duties as may be assigned by the Executive Committee, the Board of Directors, and designated Board Committees.
17. Work closely with Board and finance team to insure tight control of all expenditures with appropriate approval and documentation for the annual audit review.

2021/2022 Executive Director's Major Duties

- 30% Budget
- 35% Advocacy & Relationships
- 15% Vision & Strategy
- 15% Supervise
- 5% Board

Submit cover letter, resume, and contact information for professional references to
Greater Wilmington Convention and Visitors Bureau
c/o William Sullivan, Chairman
100 W. 10th Street, Suite 20
Wilmington, DE 19801-1661
bsullivan@shanercorp.com – office phone 302-444-9256

Applications and resumes accepted until March 1, 2021

GWCVB website
<https://www.visitwilmingtonde.com/>

Visitors Guide
<https://www.pageturnpro.com/Today-Media-Inc/91917-Wilmington-and-the-Brandywine-Valley--2019-Travel-Guide/sdefault.html#page/1>