

Executive Director, North of Boston Convention and Visitors Bureau

Job Description

Level: Executive

Reports to: Board of Directors

Scope and Basic Functions:

The North of Boston Convention and Visitors Bureau, Inc. (NBCVB) is a private, nonprofit marketing organization responsible for promoting our region as a travel destination. Established by legislation as one of the state's sixteen regional tourism councils, the NBCVB is the official liaison between the North of Boston region and the Massachusetts Office of Travel and Tourism (MOTT). A professional staff manages the North of Boston CVB, with the Executive Director responsible for the day-to-day operations of the agency. The Executive Director has primary accountability for the accomplishments and fiscal integrity of the entire organization and works with the Board of Directors to determine the focus and direction of the organization. The Executive Director is responsible for the operations of the NBCVB, by acting as its spokesperson and representing it before others.

Responsibilities include but are not limited to:

- Supporting individual tourism businesses and tourism providers in an advocacy role to develop and successfully implement tourism marketing strategies and promote tourism development for the region by implementing campaigns that include a mix of advertising, public relations, and sales promotion activities to include traditional and Internet based marketing ideas.
- Working proactively with representatives of both regional and state government in coordinating the activities of the bureau and in negotiating financial support, while continuously seeking new opportunities to increase the financial stability of the organization, by increasing its membership base, as well as seeking alternative sources of revenue, including grant funding, advertising revenue and newly passed legislation relative to Tourism Destination Marketing Districts.
- Actively networking with individuals and various organizations to improve and enhance the viability and visibility of local tourism businesses through diversification, niche marketing and regional branding.
- Attending and participating in professional groups and committees, conferences, tradeshow and special events.
- Overseeing, contributing and enhancing the online presence of the NBCVB in social media, website, press releases and blogs.
- Managing and creating the departmental budget and financial reports. Preparing the annual budget and presenting it to the board for approval. Preparing and presenting written and oral reports regarding the activities and services of the

NBCVB. Supporting a yearly independent audit that is required by the Commonwealth in order to receive state funding.

- Hiring, training and supervising the NBCVB staff, as well as overseeing the overall success of the Maria Miles Visitor Center in Salisbury, MA. The NBCVB staff currently includes 3 FTE, contracted bookkeeper, contracted PR consultant and 10 part-time visitor center staff.
- Ensuring that the NBCVB fully complies with the requirements of the Commonwealth of Massachusetts pertaining to the operation of tourist promotion agencies and visitor bureaus.
- Any other duties as assigned by the NBCVB Board of Directors.

Reporting Duties:

The Executive Director will report directly to the Executive Board of Directors and prepare agendas for both Executive and Full Board meetings, as well as work with Chair of the Board in planning board meetings, work on committees, etc. The Executive Director shall also prepare and submit quarterly reports, marketing plans, grant applications and other required formalities in a timely fashion to MOTT.

Knowledge, Skills and Abilities (KSAs) Required:

- A Bachelor's degree in a related field such as communications, business administration, or hospitality. Comparable experience may substitute. MBA preferred.
- Five years of increasingly responsible administrative experience, at least three of which have been in a supervisory capacity.
- Must be able to work evening and weekends as deemed necessary; must have a car and a valid Massachusetts driver's license and travel as assigned.
- Must possess excellent time management skills, a strong work ethic and a natural flair towards customer service and hospitality in general.
- Able to develop and facilitate marketing strategies, including the annual marketing plan, to promote the North of Boston region. Proven talent in developing and marketing both project ideas and products are essential.
- Must have solid financial expertise, relevant experience in fundraising, and ability to prepare and administer a complex budget, including grant proposals and knowledge of 1038 funding.
- Must have demonstrated negotiating skills and be able to act as a forceful advocate in promoting both the regions tourism industry as a whole and the interests of individual entrepreneurs.
- A highly detail-oriented and teamwork focused individual, who has the capability to multitask and who possesses an advanced degree of organizational, interpersonal, financial and communicational skills.
- Knowledge of board-led, not-for-profit governance and operation; policy development and/or government relations experience is an asset. Familiarity with tourism and hospitality industry essential.

- Excellent oral and written communication skills to include reports, press releases and presentations.
- Experience with and strong working knowledge of social media and website content.
- Strong skills in Microsoft Office applications, such as Word, Excel
- Working knowledge of accounting software such as QuickBooks

Supervisory/Managerial experience and responsibilities:

Responsible for supervision of all assigned staff. Responsibilities include interviewing, recommendation for hiring and training employees; planning, assigning and directing of work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems. Requires at least three years of managerial experience with direct reports, preferably 5+ years.

Work Environment (ADA Analysis):

Work is primarily performed in standard office environments. Client environments may vary. May be exposed to environmental conditions of moderate noise levels and vibrations from high-speed printers and other peripherals. Potentially exposed to hazards or atmospheric conditions at client sites. In most cases, worker is not substantially exposed to adverse environmental conditions. Work involves operation of personal computer equipment for 8 hours or more daily. Travel to various worksites may be required, depending upon assignment. Category of Light work- rarely exerting force constantly to move objects. Visual acuity requirements for close visual acuity and driving.

Physical Requirements may include:

- Walking
- Small motor coordination
- Grasping
- Talking
- Hearing
- Repetitive motion
- Standing
- Driving

To apply to this role, please send your professional resume and cover letter to our HR Consultant, Jill Panall, at 21oakhr@gmail.com.