

Job Description

Wisconsin Rapids Area CVB

Job Title: Executive Director of the Wisconsin Rapids Area Convention & Visitors Bureau

Reports To: Convention & Visitors Bureau Board of Directors

Status: Full time, salaried position with incentive program. Negotiable based on experience.

Position Summary:

Responsible for development, implementation, coordination and administration of all programs and functions for the CVB. The Executive Director is responsible for the operations and management of the bureau. Ability to manage/supervise staff. Knowledge of accounting and HR functions. Flexible schedule. Able to work evenings, weekends and must be willing to travel. Other responsibilities include but are not limited to growing revenue, cultivating and maintaining relationships.

Principal Duties & Responsibilities

1. Develop and implement a comprehensive work program and marketing plan aimed at maximizing the Bureau's effectiveness in convention sales and tourism promotion.
2. Serve as the Bureau's spokesperson in most matters and other professional guidance to the Board and its committees.
3. Manage the business functions of the Bureau. Organize and provide vigorous motivational leadership for the Wisconsin Rapids Area Convention & Visitors Bureau.
4. Work with existing and potential funding sources to ensure a stable, adequate, and continuing funding base in support of the Wisconsin Rapids Area Convention & Visitors Bureau.
5. Help to develop the Board agenda, encourage and direct committees and Commissions, developing and assigning projects for Committees and Commissions, and execution: promote and encourage active Board and Committee involvement in the achievement of the Bureau's goals.
6. Establish effective communication networks within the Wisconsin Rapids Area Convention & Visitors Bureau's professional and volunteer constituencies, throughout the community and within the industry to ensure an excellent flow of communication.
7. Maintain active involvement in the community to:
 - a. Enhance the visibility and reputation of the Wisconsin Rapids Area Convention & Visitors Bureau as the official convention and tourism development agency for the area.
 - b. Implement advocacy programs and educate and enlist the support of the community leadership in the promotion of conventions and tourism in the area.
 - c. Represent the Convention & Visitors Bureau at community events that relate to the promotion of the Wisconsin Rapids Area and its activities.

8. Advises the Board President on planning and program development activities, assists with the development and implementation of goals and plans of action consistent with objectives.
9. Conducts research into existing programs and activities and recommends changes or innovations where desirable.
10. Serve as the Bureau's chief liaison among the private, public, and regional tourism bodies with which the Bureau interacts to promote the convention and tourism business in the Wisconsin Rapids Area.
11. Responsible to accurately keep all records of the Bureau.
12. Perform such other services related to visitor attraction as necessary.

Performance Standards

- * Serve the Customer.
- * Follow all guidelines on confidentiality.
- * Promotes the teamwork concept.
- * Quality, accuracy, timeliness, reliability, and thoroughness of work performed.

Job Requirements

Education/Training: Bachelor's degree in Hospitality, Marketing/Sales or equivalent 2-5 years' experience in related work area (public relations, sales/marketing, tourism, hospitality industry.)

Skills/Abilities

1. Working knowledge of the Convention & Visitors Bureau industry, local government, and the Wisconsin Rapids communities.
2. Well-developed oral, written, and public speaking skills
3. Demonstrate considerable knowledge of modern office practices in the use of office machines
4. Considerable judgment is required in performing varied clerical and administrative services for the Bureau therefore must be able to make decisions in accordance with policies and procedures.
5. Ability to work with the public in a calm, tactful, courteous manner.