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TRUMBULL COUNTY TOURISM BUREAU JOB DESCRIPTION

Executive Director

Full-time job

Overview of the Position

Under the direction of the Trumbull County Tourism Board of Trustees, the Executive Director serves as the chief staff member of the Trumbull County Tourism Bureau. The Executive Director has the full authority and responsibility for initiating, planning, directing and coordinating programs to promote tourism including: solicitation of both leisure and group travelers for day trips and overnight stays; short/long term strategic planning; operational and promotional activities; fiscally-sound financial management; marketing and public relations; human resource management; development of strong member and volunteer relations; development of partnerships with local businesses and non-profit organizations; and representing the destination management organization in the community.

Overview of the Organization

The Trumbull County Tourism Bureau (TCTB) is a 501(c)(6) not-for-profit destination management organization located in Northeastern Ohio and is responsible for the promotion of the Trumbull County area as a travel destination. Established by the Trumbull County Commissioners in 2005, the organization's mission is to promote a destination experience that attracts, educates and encourages visitors to come and explore Trumbull County while creating a positive economic impact for the local community.

A professional staff manages the Tourism Bureau with the Executive Director responsible for the day-to-day operations of the organization. The Executive Director and staff are employed by the Trumbull County Tourism Bureau and are not Trumbull County Government employees.

Duties & Responsibilities

Marketing, Advertising and Sales

- Promote and sell Trumbull County as a premier leisure and small meeting destination that achieves a positive impact on revenue growth for area hotels, restaurants, attractions, museums and shopping venues.
- Formulate, develop and direct comprehensive marketing strategies aimed at increasing leisure travel to the area through a coordination of, participation in, and evaluation of consumer travel shows; innovative collaborative partnerships; and other outreach where appropriate.
- Develop and implement an annual destination marketing plan that includes: marketing; traditional and digital advertising; public relations, sales; and promotion programs.
- Responsible for managing all efforts to market, advertise and promote tourism for the Trumbull County area including the creative and administrative functions of the Tourism Bureau's traditional and digital media.
- Responsible for the development and production of the official Trumbull County Visitor Guide including compiling, writing and designing the guide and selling advertising space.
- Responsible for the development and production of collateral material promoting the area including the County's Calendar of Events.

- Work directly with contractual service providers such as local graphic designers and photographers.
- Generate and update content for the website www.ExploreTrumbullCounty.com ensuring all maintenance and updates are current.
- Oversee the design and presentation of creative messages and advertising; conducts media buys on behalf of the Tourism Bureau.
- Develop disaster or emergency plans aimed at all or a specific part of the leisure market as necessary in order to carry out programs of the Tourism Bureau.
- Oversee the Tourism Bureau's fulfillment program in response to information requests that have come in by phone, mail, email, website, social media and direct contact.
- Build leisure travel business through the development and implementation of travel trade marketing programs targeted to group tour operators and AAA representatives including the establishment of tour itineraries and escorting groups visiting the area.

Public Relations & Communications

- Serve as the lead voice for the tourism economy in Trumbull County and as the lead resource for all travel & tourism industry inquiries throughout the community.
- Act as the primary spokesperson for the County's travel industry.
- Establish an inclusive membership environment which fosters strong relationships and partnerships.
- Oversee all membership recruitment and retention programs.
- Strengthen partnerships and collaborations between area organizations including but not limited to historical, cultural and business organizations located throughout the County.
- Conduct orientation sessions for new incoming Board members.
- Maintain a continual line of communication with all Board members and Trumbull County Commissioners.
- Develop, implement and manage programs that enhance the public relations and awareness of the Tourism Bureau's activities and benefits within the County and region.
- Actively participate in community affairs to promote the Tourism Bureau's purpose, intent and values in the eyes of the local public, business and government sectors.
- Provide consultation to the County Commissioners when requested.
- Manage the organization's Speakers Bureau.

Financial

- Prepare the annual operating budget encompassing all activities and operations of the Tourism Bureau.
- Oversee the internal controls of the organization ensuring that the budget and annual scope of work are aligned.
- Ensure that the Tourism Bureau operates within the financial parameters of a 501(c)(6) not-for-profit organization and as approved by the Board ensuring that available resources are distributed appropriately.
- Monitor monthly financial transactions.
- Provide fiscal oversight for annual budgets and monthly financial reports and prepare material in time for monthly Board meetings.
- Oversee the annual membership dues program including invoicing and payments.
- Manage the Tourism Bureau's Grant Funding Program including initiation, processing, reporting, awarding and final analysis.
- Work directly with the contracted accounting firm to ensure the completion and filing of all payroll taxes, W2s, workers compensation payments for TCTB and monthly financial reports.
- Prepare and produce all material for the annual audit and work directly with the audit team to ensure that the completed report is filed by the state deadline.

Administrative

- Oversee the operational policies for the Tourism Bureau and ensure their proper execution.
- Manage the day-to-day operations of the Tourism Office and Visitor Center.
- Develop necessary organizational processes and structures.
- Effectively assemble, lead and manage staff by creating a culture that facilitates the highest level of customer service.
- Responsible for the hiring, firing, discharging, directing and supervising of all staff members of the Tourism Bureau.
- Work in a safe manner being aware of the personal safety of others.

Advocacy

- External advocate for the Tourism Bureau as the voice and primary source for tourism in Trumbull County.
- Conduct outreach to state level tourism professionals.
- Conduct outreach to local, state and federal elected officials.
- Advocate for tourism infrastructure initiatives locally and statewide.
- Participate in professional organizations and serve on various civic or community organizations.
- Serve as a key stakeholder on local economic development discussions as it pertains to tourism development.

Requirements

Experience (preferred but not required)

- Business acumen and training attained through a Bachelor's degree from a four-year college or university and at least four years related upper level management experience in a tourism industry organization such as a CVB or DMO.
- Continued education and certification such as CDME (Certified Destination Management Executive); and/or PDM (Professional in Destination Management; and/or OTLA (Ohio Tourism Leadership Academy) is a plus.
- In-depth knowledge of the travel and tourism industry required; or a combination of tourism and hospitality management, but not limited to hotels, restaurants, cruise ships, amusement parks, convention centers and sport venues.
- Upper level management experience in a not-for-profit organization.
- Knowledge of principles and methods of sales and marketing, advertising and public relations.
- Knowledge of strategic planning, resource allocation, budgeting, administrative office functions and human resource management.
- Proven track record for being a motivated, creative and an independent thinker and problem solver.
- Must possess leadership, supervisory and organization skills.
- In-depth written and oral communication skills required.
- Excellent presentation, sales and interpersonal skills.
- Knowledge of principles and the processes for providing quality customer service.
- Proficient computer and graphics skills including but not limited to the Internet, word processing, spreadsheets, database management and social media.

Travel

- A moderate amount of travel will be required both regionally, statewide and sometimes nationally.

Physical and Job-Related Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations

may be made to enable individuals with disabilities to perform the essential functions.

- Must be able to walk or stand for long periods.
- Must be able to lift up to 50 pounds.
- Must be able to climb stairs, bend, reach, hold, grasp and turn objects.
- Must be able to use fingers to operate computer or typewriter keyboards.
- Must be able to pass a drug test.
- Must be willing to submit to a background/credit check.
- Must be willing to work beyond regularly-scheduled business hours (such as evenings, weekends and holidays).

Salary

- To commensurate with experience.

Application process

Submit a cover letter, resume and salary requirements no later than **Friday, February 16, 2018:**

By mail to:

Search Committee
Trumbull County Tourism Bureau
321 Mahoning Avenue NW
Warren, Ohio 44483

Or email to:

Info@ExploreTrumbullCounty.com

No phone calls will be accepted. Candidates will be contacted.

Posting date: December 11, 2017

Closing date for resumes/applications: Friday, February 16, 2018