

## **Discover Stillwater CVB President**

### **Position Description**

**Job Title: President**

**Division: Stillwater Area Convention and Visitors Bureau**

**Reports To: CVB Board**

#### **Education & Experience:**

- Bachelors in business, tourism or related fields, or equivalent experience.
- Five years experience, director level or higher, in tourism, DMO/CVB, hospitality, association or related industry.
- Financial and budgeting experience.
- Supervisory experience required (Progressive leadership/supervisory experience/team development)

**Date:** Aug 24, 2022

**Job Summary:** The President is responsible for leading and directing the administrative, operational, sales, marketing and communications function of the Stillwater Area Convention and Visitors Bureau (CVB), with guidance from the Advisory Board of Directors, in line with the CVB's mission.

*The mission of Discover Stillwater is to increase the benefits of year-round tourism with an emphasis on overnight stays through strategic utilization of the 3% hotel tax revenue. Working in collaboration with other organizations, Discover Stillwater will use proven and innovative marketing tactics to attract a diverse audience of consumers through-out the entire year.*

**Essential Job Duties** - Position requirements include but are not limited to the following:

- Provides innovative, imaginative and thoughtful leadership to achieve the organization's goals and objectives.
- Conducts regular staff meetings to ensure the team is cohesive and well-informed on all aspects of operation as needed.
- Develops and implements goals, objectives, policies, procedures, budgets, and marketing and strategic work plans.
- Prepares for and attends all CVB Advisory Board meetings.
- Monitors and carries out responsibilities specified in area City contracts.

- Supervises sales team activities and goals and assists with the development of creative initiatives to encourage bookings.
- Assists with the development of, and oversees all marketing plans, initiatives, special programs, printed and digital marketing and deployment across all platforms.
- Establishes and maintains ongoing effective communication with partners, government leaders, business and institution leaders, local, regional, state and national peer groups.
- Represents the CVB by serving on industry and community boards and, as appropriate, at local, regional, state and national meetings.
- Leads efforts to attract or develop new area events, attractions, and tourism programs.
- Travels based on business needs.
- Effectively manages daily operations of the organization including hiring, firing, direction and supervision of all team members.
- Oversees salary and personnel administration, goal setting and staff performance evaluations.
- Provides a supportive team environment, encouraging growth and training designed to enhance productivity, enthusiasm and job satisfaction.