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## J O B   D E S C R I P T I O N

<b>Title</b>	Executive Director & Film Liaison
<b>Reports to</b>	CVB Board of Directors
<b>Salary</b>	\$57,850 to \$72,850 based on experience
<b>Hours</b>	Full time
<b>Status</b>	Executive Level Exempt
<b>Benefits</b>	Medical Insurance   10 paid vacation days per year   10 paid holidays per year   10 paid sick days per year
<b>Equipment Provided</b>	iPhone   Mac Book Pro

## P O S I T I O N   O V E R V I E W

The Executive Director is responsible for leading and directing the administrative, operational, sales, marketing and communications function of the Calaveras Visitors Bureau (CVB), with guidance from the Board of Directors, in line with the CVB's mission statement:

*The Calaveras Visitors Bureau is Calaveras County's core tourism promotion organization dedicated to creating long term and sustainable economic growth for the region and its partners through innovative tourism programs, promotions and partnerships.*

## R E S P O N S I B I L I T I E S

### ADMINISTRATION

- Effectively manages daily operations of the organization including hiring, firing, direction and supervision of all team members, implementation and administration of the policies and procedures approved by the Board of Directors (BOD)
- 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
- Conducts monthly staff meetings to ensure team is cohesive and well-informed on all aspects of operation as needed
- Produces monthly and annual marketing reports showing effectiveness of marketing programs across all platforms and presents to BOD and financial stakeholders
- Develops annual CVB Board Retreat creating any necessary presentations, obtaining guest speakers and/or facilitators as needed
- Develops CVB Annual Dinner & Innovations in Tourism Awards including presentations, inviting speakers as needed, coordinating awards ceremony etc.
- Ensures that all CVB activities are implemented within established policies, guidelines, laws and ethical practices
- Oversees the collection of data on Visitors Center traffic, visitor sentiment and incentive programs
- Develops, maintains and protects the CVB brand

#### **FINANCIAL MANAGEMENT**

- Develops annual budget and program of work designed to achieve goals and presents to BOD for approval
- Approves all financial transactions for the organization
- Interacts with the organization's auditors to ensure compliance with all regulations and consults with industry experts when necessary
- Oversees creation of monthly and annual financial reports and reviews reports prior to finalization for BOD

#### **COMMUNITY LEADERSHIP**

- Represents the CVB by serving on industry and community boards and, as appropriate, at local, regional, state and national meetings
- Manages and oversees all CVB partner outreach and interaction including monthly partner newsletters, marketing educational opportunities and overseeing inclusion of partners on all relevant media outlets managed by CVB
- Works on economic development initiatives with local partner organizations including the Calaveras County Economic Development Department, Destination Angels Camp, and the Calaveras County Chamber of Commerce

- Works with local government officials, BOD and other professionals to maintain and increase public funding for designated programs
- Supports local tourism industry through communication with local, state and federal officials and legislators in favor of tourism (where not politically controversial)
- Establishes and maintains ongoing effective communication with partners, government leaders, business and institution leaders, local, regional, state and national peer groups
- Takes a leadership role in participating in and facilitating Angels Camp downtown events and use of Visitors Center

#### **STRATEGIC PLANNING, MARKETING & MEDIA**

- Provides innovative, imaginative and thoughtful leadership to achieve the organization's goals and objectives
- Oversees creation of annual marketing plan including recommending new marketing initiatives and expenditures
- Assists with the development of, and oversees all marketing initiatives, special programs, printed and digital marketing and deployment across all platforms
- Acts as the public face of the CVB and conducts interviews with media, clearly articulating appropriate CVB messaging
- As the film commissioner, promotes commercial filming in Calaveras and assists location scouts and producers with film permits, ideas and leads for current filming projects
- Responds appropriately at PR level to environmental crises negatively impacting tourism in the county

#### **EDUCATION/EXPERIENCE/SKILLS REQUIRED**

- Bachelors or Masters degree in business, tourism or related field, or equivalent experience
- At least 5 years of management experience
- Excellent verbal, written and presentation skills
- Budget development and management experience including forecasting and ROI tracking
- Strong interpersonal skills with demonstrated experience to provide motivational leadership
- Supervisory, recruitment and development experience with the ability to inspire and motivate team to accomplish goals and objectives
- Knowledge of marketing, business theories, practices and procedures
- Continuing education by attending DMO leadership and tech conferences
- Results-oriented leader whose key objective is to build consensus and create win-win solutions for the organization and the community

- Experience operating in a political environment preferred
- Web design and Word Press editing proficiency preferred
- Expert level proficiency with Microsoft, Adobe and Apple software preferred: Word, Excel, PowerPoint, InDesign, Illustrator, Photoshop, Acrobat, Keynote, Pages, Photos

**OTHER DUTIES**

- Assists with phones, emails and web chat as needed
- Provides Visitors Center assistance as needed including answering questions, tracking visitation, making sales, recommending activities
- Imparts general knowledge of Calaveras County in friendly, informative manner
- Opens and closes Visitors Center when necessary
- Other duties as they arise, and as assigned

**A P P L I C A N T   I N F O R M A T I O N**

<b>Applications due</b>	March 29, 2019
<b>Interviews</b>	April 8 – 12, 2019
<b>Start date</b>	Monday, June 3, 2019

Complete the job application online here: [GoCalaveras.com/job-openings](http://GoCalaveras.com/job-openings)

Questions? Call 209-736-0049 or email [lisab@gocalaveras.com](mailto:lisab@gocalaveras.com).