

Reports To: Visit Mississippi Gulf Coast Board (VMGC) of Commissioners

Leads all marketing, sales and operational efforts of the VMGC. Responsible for the growth of tourism and meeting segments by developing and executing an effective brand, marketing and sales strategies. Implements long term strategic planning, financial management and plans and directs beyond day to day operations. Creates business plans mutually agreed upon by the Executive Director and the Commissioners.

Guides Bureau personnel in the creation of a marketing and sales program, a strong customer and internal service ethic with specific emphasis on maintaining cooperative relationships with other agencies having common interest in promoting the Mississippi Gulf Coast as a premier destination, meeting and tourism area.

Duties & Responsibilities: Exercises independent judgment and initiative reporting to the VMGC board.

Actively supports and leads the achievement and implementation of vision, strategies, goals, objectives and tactics approved by the Bureau and as set forth in the VMGC Playbook.

Assumes and displays a leadership role in the development and execution of the VMGC's scope of work to permanently establish a true three county tourism marketing effort.

Review and approval of staff and agency proposals, plans and work product prior to presentation to the Bureau or its Committees working within the established budget focusing on creating a premiere travel destination.

Serves as a principal adviser to the VMGC on matters pertaining to the development of convention and leisure tourism sales, marketing and services.

Fosters and encourages a positive working environment through good personnel practices monitoring and evaluating the staff consistent with the goals and objectives set forth in the VMGC Playbook.

Displays familiarity with and exercises good practices, staff motivation and retention and excellent board relationship practices.

Displays familiarity with and exercises good practices with the three county boards of supervisors, local governments, state legislators, federal agencies and other governmental agencies as necessary.

Works with and develops positive relationships aligning efforts with marketing partners that market and impact tourism throughout the Mississippi Gulf Coast, including the convention industry, casino resorts, tour and travel in a coastal environment.

Develops and obtains market research, prepares market analysis and develops an annual strategic plan to produce the best results within the budget to reach the stated Key Performance Indicators.

Works with the advertising agency to develop the annual advertising and marketing plan and directs the agency through designated staff, creating and evaluating a broad range of marketing programs to support every market segment including collateral, interactive presentations, website and digital campaigns and tradeshow support materials under the direction of the marketing committee.

Maintenance of excellent interactive technology for the Bureau including the latest software, database management and website management to insure the VMGC is on the leading edge of technology.

Prepares annual budget, revenue estimates and the annual financial statement audit ensuring the financial integrity of the Bureau and regularly report upon the Bureau's financial condition to the Commissioners as required.

Approves payment of invoices as authorized by the VMGC Board of Commissioners.

Other duties as assigned by the VMGC Board of Commissioners.

Requirements: Proven track record of booking conventions, meetings and tradeshows at a large (400,000 sq ft) convention center including a working knowledge of key trade show and meeting planner contacts within the association executive, convention organizer and corporate market segments.

Proven track record of booking or stimulating significant leisure travel through the group and FIT markets including working with wholesalers, receptive operators and internet providers.

Proven track record of stimulating positive media coverage through positive relations with related media outlets including travel writers, local and national news outlets, sports, recreation and leisure publications.

Excellent experience in working with and developing positive relationships aligning efforts with marketing partners that market and impact tourism throughout the Mississippi Gulf Coast, including sports tournaments, fishing, golf, nature and blue water trails and cultural adventures.

Experience working within the market segments related to nature tourism, recreational events, including sports tournaments, fishing, golf, nature and blue water trails and cultural adventures.

Experience in developing and obtaining market research, preparing market analysis and development of an annual strategic plan to produce the best results within the budget to reach the stated Key Performance Indicators.

Experience working with an advertising agency on developing the annual advertising and marketing plan, supervision of the agency directly and through designated staff, creating and

evaluating a broad range of marketing programs to support every market segment including collateral, interactive presentations, website and digital campaigns and tradeshow support materials.

Experience in maintaining excellent interactive technology including the latest software, database management and website management to insure the VMGC is on the leading edge of technology.

Minimum of 5 to 10 years of senior management within the tourism industry.

NOTES:

Additional Salary Information: Salary and benefits are commensurate with applicant's experience.