

Job Title

Chief Executive Officer

Reports to

Board of Directors

Summary

This position, under the strategic direction of a board of directors, will provide dynamic leadership for Howard County Tourism Council, Inc. The Chief Executive Officer will direct a staff and operation that is dedicated to promoting leisure, meetings, and sports spending in Howard County. Areas of oversight include operational, staffing, finances, facilities, strategy, and community outreach.

Qualifications

- Higher-education degree in business, marketing, public relations; and five years experience in a managerial role in the tourism field.
- Extensive knowledge of tourism & hospitality industry.
- Experience working with boards, stakeholder groups, and elected officials.
- Knowledge and expertise of marketing, business theories, practices, and procedures.
- Experience in leading and inspiring a small team to success.

Duties and responsibilities

Through direct action or delegation to staff:

- develop and maintain an annual budget; enforce responsible spending; ensure financial transparency through regular reporting; ensure funding from public and private sources.
- develop and maintain staff that reflect the needs of the organization.
- research, develop, and adhere to the organization's plans, including a three-year strategic plan and an annual business/marketing plan.
- maintain a positive perception of the organization and serve as the spokesperson on key tourism issues within the community through regular communications with public officials, prominent citizens, and residents.
- develop and maintain a brand that reflects the community as tourism destination.
- develop and maintain a welcome center that reflects the community as a tourism destination.
- develop and maintain a sales, branding, marketing, and public relations effort that reflects the community as a tourism destination.
- develop and maintain a membership structure that best provides support to tourism partners.
- support the board of directors in providing direction for the organization through regular communications and involvement.

- support the organization through management of technology and office needs, policies, and assigning expectations.

Required Experience & Qualifications

- Ability to express ideas clearly and effectively, both orally and in writing, with the public, media, board, staff, public officials, and guests.
- Must be able to implement solutions to opportunities and multi-task in an organized manner.
- Computer literacy in, and ability to self-teach new, computer software and hardware.
- Ability to act autonomously and meet deadlines.
- Ability to work on a cooperative, courteous, and effective basis.
- Possess a valid driver's license and personal automobile.
- Ability to move 30lbs.
- Other abilities may be necessary in the performance of this job.

This position will involve regional and national travel, additional hours, and weekend or holiday work. Howard County Tourism Council offers competitive benefits and a friendly, fast-paced work environment.

Howard County Tourism Council, Inc. is an Equal Opportunity Employer.