



Job Description: **President**

Category: **Full-time/Non-Exempt**

Reports to: **Chairperson, Board of Directors**

The Saratoga Convention & Tourism Bureau (DBA Discover Saratoga) was incorporated in 1985. As a key economic driver of the community, the mission of the organization is to contribute a positive impact on the local economy by positioning and marketing Saratoga Springs (and Saratoga County) as a world-class destination for meetings, conventions and groups. As an independent 501-c6 non-profit organization, the Bureau is responsible to a 20-member Board of Directors who represent the membership of over 500 local and regional businesses.

The 2018 \$1.57 million budget is sustained by 2% of the City of Saratoga Springs' hotel occupancy tax (80% of the budget), Membership Dues (10% of the budget) and Special Events & Co-Op Marketing Programs (10% of the budget). We also manage the programs and operations at the Saratoga Heritage Area Visitors Center, which carries a separate budget of approx. \$169,000, of which 44% of that is funded by the management fee paid by the City of Saratoga Springs.

The current staff of Discover Saratoga is comprised of 9 full time employees at our main office and 2 full time and 3 part time employees at the Visitor Center. We are fortunate to have over 65 Saratogian's who volunteer their services for our group & special event attendees and at the Visitors Center.

Responsibilities:

- Overall management of the professional staff
 - Hiring, Motivating, Ensuring goals are met and are held accountable to Bureau standards and policies.
- Financial oversight
 - Working with outsourced bookkeeper to manage the bureau's finances and spending plan
 - Working with the Treasurer to prepare monthly Board Finance reports

Saratoga Convention & Tourism Bureau



Job Description: President
(Cont.)

- Prepare the annual budget with guidance from the Finance Committee.
- Sales, Marketing & Service
 - Find, Solicit and Close group business opportunities to drive overnight hotel room stays, increase incremental spending to area businesses, drive sales & occupancy tax revenue and grow & protect year-round jobs.
 - Manage branding and overall marketing initiatives to support the mission of the Bureau and reach targeted market segments.
 - Oversee industry-leading convention/group service offering, always searching for new & innovative ways to wow planners and attendees alike to secure repeat business.
 - Oversee membership services evaluation and growth.
- Advocacy & Community
 - Forge relationships and educate local, county and statewide elected officials and stakeholders on the value proposition of the Bureau to maintain funding security and illustrate opportunities for growth.
 - Serve as Bureau representative on Saratoga County Tourism Committee and Saratoga Springs City Center Authority. Seek out collaborative opportunities with Chambers of Commerce, Economic Development organizations, local Business Associations and other community organizations.
 - Serve as spokesperson in group tourism market.
- Industry
 - Assume active participation with Capital-Saratoga Regional Tourism Commission, NYS Destination Management Organizations, Destinations International, Cvent, MPI, NYSAE, ASAE, ESSAE and other industry organizations.



Job Description: President
(Cont.)

Required Skills:

- An effective leader with outstanding communication and presentation skills
- A tourism/group sales professional with significant industry contacts and relationships
- Proven organizational skills, demonstrates sound professional judgment, discretion and integrity.
- Broad business sense with an entrepreneurial spirit. Able to develop and execute a business and marketing plan.
- Collaborative mindset and able to build consensus among stakeholders
- Is adept with Microsoft office suite and hospitality industry CRM systems (preferred)

Requirements:

- Bachelor's Degree with a focus on marketing, tourism and business management or equivalent industry experience.
- 10-15 years' experience in the hospitality or tourism industries with a minimum of 5 years leading a team (preferably sales & marketing)
- Minimum of 5 years working in the Saratoga Springs/Capital Region Market is desired
- Board management or service experience
- Management experience, working with P&L is preferred