

Madison-Morgan Convention & Visitors Bureau Executive Director – Position Description

Madison-Morgan Convention & Visitors Bureau | Executive Director

This full-time position is responsible for all aspects of promoting tourism for the City of Madison and Morgan County and reports to Board of Directors. The Executive Director will be responsible for the overall management, development, execution, and evaluation of comprehensive advertising and marketing strategies to increase leisure and business travel to Morgan County. The position is also responsible for all aspects of office management which includes preparing and managing the budget and accounting procedures, as well as overseeing the operations of the Welcome Center and staff. The Director will act as the primary spokesperson for the Bureau, report to the MMCVB Board of Directors and work with them on policy making and strategies for the organization, and direct and lead the organization toward its mission.

Specific duties include:

- Manages the organizational, financial and budgetary requirements of the Madison Morgan County Convention & Visitors Bureau (MMCVB);
- Comply with all requirements of the bylaws of the bureau and all laws governing the Bureau, insuring fiscal responsibilities.
- Submits monthly reports and information to the Board of Directors, City, and County and reports at regular Board meetings;
- Plans and facilitates all CVB quarterly meetings and maintains an effective communications program with the local hospitality community in order to effectively promote Morgan County;
- Creates tourism marketing and development plans for MMCVB and directs and manages advertising associated with tourism and other related activities;
- Manages all social media marketing campaigns and develops an email marketing database to effectively promote the county;
- Maintain and nurture relations with statewide tourism developers. Attend industry meetings as needed to represent the Bureau and to increase the awareness of the hospitality industry trends;
- Serves at the Camera Ready Liaison for Morgan County and fields requests for movie and/or film companies looking to use Morgan County as a location site,
- Organizes and implements travel writer familiarization tours and works with the media to create favorable publicity to further Morgan County CVB goals;
- Oversees promotional literature and marketing collateral development including press releases, editorial information for magazines, and brochure literature to promote Morgan County;
- Serves as a county liaison with state agencies to promote tourism activities within Morgan County. Develops and maintains relationships with organizations that will enhance the mission of the CVB.
- Provides day-to-day management of Marketing Coordinator and Welcome Center Staff.

Required Qualifications:

College degree in Business/Hospitality/Marketing/ and demonstrate at least 5 years of experience in hospitality, marketing, CVB/Non-profit management, public relations or other related field;

At least 2 years of experience in a managerial role with supervisory experience;

Excellent Written and Oral Skills;

Excellent planning, organizational, and supervisory skills are essential;

Exceptional writing skills, including the ability to write in a specific voice and style

Computer Skills: Proficiency in Microsoft Office programs;

The ability to work on multiple projects simultaneously;

Proven aptitude for quick, creative thinking with acute attention to detail with demanding deadlines; Self-starter with strong organizational skills.

Flexibility - Some events may require your presence outside of regular work days; Must be able to lift 20lbs (boxes of brochures).

Compensation: Annual salary commensurate with experience

Benefits include: Paid vacation, holidays, and the ability to participate in the Retirement Match Program.

Benefits include: Paid vacation, holidays, and the ability to participate in the Retirement Match Program.

** Interested applicants should email cover letter and resume to madisoncvbjobs@gmail.com. No phone calls please. Position open until filled.