

Job Summary

The Executive Director is primarily responsible for promoting the greater Ottumwa area as a desirable tourism and special events destination. The Executive Director is accountable to the GOCVB Board of Directors and reports directly to the Chairperson, who acts on behalf of the Board of Directors. The Board of Directors shall evaluate the performance of the Executive Director on an annual basis. Following is the job description for the Executive Director listing essential job functions.

Purpose of the Position

To create, implement and evaluate strategic marketing plans and materials to promote the Greater Ottumwa area as a convention, special event and visitor destination to state, regional, national and international convention associations and groups; as a center for conferences, events, sports, workshops and meetings; a tourism destination through individual leisure travel and motor coach development. Promote the Greater Ottumwa Convention and Visitors Bureau to the general public by maintaining positive relationships with community-wide service and professional organizations.

Responsibilities and Duties

- The Executive Director shall be responsible for the administrative operation & function of the CVB.
- Serve as a liaison and educator of all Greater Ottumwa Convention and Visitors Bureau functions to local, state and national boards or planners
- Assemble information as may be required and attend all meetings of the Board and board committees
- Maintain open communication and an informative relationship with the Ottumwa City Council, the Wapello County Board of Supervisors, State and National elected and appointed officials and the Media
- Provide metric reports to the Convention and Visitors Bureau Board as well as City and County officials
- Prepare and evaluate annual marketing strategies including the website, social media, media placements and printed materials
- Prepare an annual operating budget encompassing all activities and operations of the Bureau for review and approval of the Board and City Council
- Provide monthly financial reports
- Prepare and administer applications for federal, state and local grant programs
- Manage all grants utilized by the Greater Ottumwa CVB and complete fulfillment as needed
- When feasible and applicable, attend and participate in local, state, regional and national organizations by attending their respective meetings

- Attend the Central Iowa Tourism Region's quarterly meetings
- Travel throughout the service area to meet with tourism partners
- Be responsible for hiring, discharging, directing and supervising employees of the bureau
- When appropriate work with volunteers to assist with marketing and outreach efforts
- In conjunction with other partners, coordinate lodging, meeting facilities, welcome materials and information regarding Ottumwa for conferences and events
- Maintain a list of services the Greater Ottumwa Convention and Visitors Bureau may provide to individuals/groups for their events
- Provide a listing of local resources to individuals and groups planning events in the Ottumwa area
- Perform additional duties as may be assigned by the Board as provided for in the bylaws

Qualifications and Skills

- Bachelor's degree.
- Experience in tourism and/or hospitality industry preferred, but not required.
- Strong background in sales and marketing.
- Experience with advertising and public relations.
- Knowledge of strategic planning, resource allocation, budgeting, administrative office functions and human resource management.
- Proven track record for being a motivated, creative and an independent thinker and problem solver.
- Must possess leadership, supervisory and organization skills.
- In-depth written and oral communication skills required.
- Excellent presentation, sales and interpersonal skills.
- Must have a passion for Wapello County and tourism related activities.
- Proven track record of building and maintaining relationships
- Experience with social media

Benefits

- Medical
- Dental
- Vision
- Retirement Savings Plan

Job Type: Full-time

Salary: \$50,000.00 to \$60,000.00 /year

Please send Resume, Cover Letter and salary history to: MLittle@greaterottumwacvb.org

Or by mail: Greater Ottumwa Convention & Visitors Bureau

102 Church Street
Ottumwa, IA 52501