



## Explore Butte County

### Executive Director Job Description

**Reports to:** Explore Butte County Board of Directors

**Job Location:** Butte County, California

**Summary of Position:** At the direction of the Explore Butte County Board of Directors, the Executive Director manages day to day operations and activities for Explore Butte County including strategic planning, budgeting, marketing and sales, oversight of staff and vendors, and general administration. All programs of Explore Butte County are designed to position the area as a year-round destination by attracting visitors, increasing lodging occupancy rates and tourism spending, and maximizing the number of off-season and return visitor trips. The organization's mission is to inspire people to visit Butte County, create tourism opportunities that contribute to economic vitality, and build community through partnerships. This position requires a commitment to working with the Board of Directors to establish and achieve short and long-term goals all while upholding the values of the organization: authenticity, innovation, exploration, stewardship, equity, inclusion and fun. The Executive Director provides the leadership for ethical and effective operations and assures activities of the organization follow established policies and function within the bylaws of Explore Butte County.

#### **Duties & Responsibilities:**

##### Administrative

- Manage the day-to-day operation of EBC to meet the strategic and fiscal goals set forth by the board of directors.
- Serve as the spokesperson for EBC upholding the mission, vision, and values of the organization.
- Work with the Board to create and implement policies and procedures to further the organization and the mission.
- Prepare Requests for Proposal (RFP) including writing the scope of work and detailing the related budgets for contracts.
- Manage fiscal operations and reporting of Butte County Tourism Business Improvement District (BCTBID) at direction of the Board including all budgets, funding streams, projects, and grants.
- Manage BCTBID maintenance and reauthorization process.
- Operate organization within all legal requirements of City, County, State and Federal governments including wage/hour law compliance, and TBID requirements.

- Research and remain current on legislation as it pertains to the industry.
- Produce and present annual reports to Explore Butte Board of Directors and local jurisdictions served by Explore Butte County.
- Manage stakeholder, lodging properties, partner and supplier relations, and public and community affairs.
- Responsible to train and supervise staff as determined by Board of Directors.
- Foster an environment for open, honest communication and lead by example.

#### Strategic Planning, Marketing and Sales

- Build Explore Butte County brand and increase awareness through participation on boards, committees, and related outreach.
- Through collaboration, facilitate tourism growth for the development of increased visitor facilities, attractions, events, and promotions through work with the private sector, quasi-public organizations, and public entities.
- Create opportunities for group and meetings business at local properties.
- Oversee marketing contracts and agency relations and track results on all marketing programs (advertising, website and social media management, collateral development, e-commerce, public relations, email, social media, solicitation, partnerships, and research).
- Coordinate travel trade show program.
- Attend key travel-related events and conferences in alignment with the Board's strategy and organizational mission and vision.
- Provide strategic leadership and industry knowledge while developing relationships with local/regional tourism related businesses, elected officials, partner organizations, city/county staff and others to ensure collaboration within the tourism industry.
- Ensure DMO's maximum performance in line with market conditions through benchmark against agreed upon and regularly reviewed competitive set as outlined in the strategic plan.
- Develop and oversee systems for tracking and reporting on marketing activities.
- Oversee creation and maintenance of content for all distribution channels.
- Stay up to date on travel and tourism trends through a variety of sources including, but not limited to, memberships, newsletters, industry seminars and continuing education.

#### **Education/Experience:**

Minimum of a bachelor's degree from an accredited college or university with a major in marketing, business administration, tourism, hospitality, or a related field. Preferred minimum seven years' experience in tourism, hospitality sales, marketing, or public relations management with direct

experience related to Tourism Business Improvement Districts, Tourism Marketing Districts, California Visitor Bureaus (CVB) or Destination Marketing Organizations (DMO)

**Desired Qualifications:**

Knowledge of the tourism industry. Understanding of policies and procedures, organization, and functions of a tourism DMO/CVB. Basic knowledge of non-profit management. Critical thinking skills, positive attitude, consensus builder. Aptitude to be politically savvy in working with government officials. Ability to conceptualize a destination marketing strategy. Understanding of destination brand development and execution. Ability to develop and oversee a marketing plan and budget.

Experience working with budgets, invoicing, reconciliations, and annual reporting. Basic knowledge of spreadsheets and financial reports. Ability to create and manage an operational budget including daily bookkeeping administration.

Comprehensive knowledge of strategic group, leisure, and destination marketing activities. Knowledge of Brown Act requirements. Ability to develop and interpret destination research programs. Experience in partnership development. Proven multi-jurisdictional experience working with private sector, quasi-public organizations, and public entities. Ability to be sensitive to community and hospitality industry concerns. Ability to work in a collaborative environment. Familiarity with Northern California tourism market a plus. Valid California driver license, clean DMV record. Professional appearance. Strong work ethic.

**Language Ability:**

Able to read, analyze, and interpret financial reports and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Strong written, verbal and presentation communication skills. Ability to effectively present information to public groups and boards.

**Computer Skills:**

MS Office, spreadsheets, e-mail, database software, contact management, website software, technology applications, knowledge of social media.

**Supervisory Responsibility:**

Oversee work of outside agency partners, vendors and/or contractors and provide direct supervision to staff members.

**Compensation:**

Full time, salaried position. A competitive salary is commensurate with experience. Benefit package includes paid vacation, paid time off and health insurance.