



*JOB DESCRIPTION AND DUTIES OF THE
PERRYSBURG CONVENTION AND VISITOR'S BUREAU EXECUTIVE DIRECTOR*

General Program Description:

The Perrysburg Convention and Visitors Bureau has a mission that should be accomplished in a manner consistent with other economic development efforts in the area. The efforts of the CVB to promote Perrysburg as a destination will also hopefully stimulate economic development.

The Board of the CVB will hire the position of Executive Director. The position reports to the Board.

Essential Duties and Responsibilities:

Organizational Management:

- Promote tourism and economic development in the City of Perrysburg.
- Oversee the day-to-day operations of the organization.
- Manage all administrative aspects of the organization, including purchasing, record keeping, budget development and bookkeeping; assisting with the preparation of reports to funding agencies; assisting with bi-annual state audit reports in accordance with written financial procedures approved by the Board.
- Responsible for communication to Board through bi-monthly Director's Reports, and as needed, before board meetings.
- Serve as advisor to the President of the Board, the Board, and standing sub-committees if any.
- Attend all meetings of the Board and other duly designated committees in an advisory, non-voting capacity.
- Help build strong and productive working relationships with appropriate public agencies and stakeholders at the local and state levels.
- Responsible for the hiring, directing, and supervising of all employees (full time or part time), volunteers, and interns.
- Interview and submit for hire to the Board candidates for vacant positions.
- Foster an understanding of the organization's goals and objectives through speaking engagements, media interviews and appearances, always keeping the program highly visible in the community.
- Work closely with city elected and administrative officials to further the entities mission and to develop and encourage tourism and development in the City of Perrysburg.
- Represent the organization on local boards as positions are available, such as the Perrysburg Chamber of Commerce and others as recommended by Board.

- Network with directors of other visitor bureaus, chambers of commerce, and other organizations and economic development offices in the State of Ohio. Be aware of legislative issues at the state and federal levels that affect small business development, downtown revitalization, and the tourism industry. Maintain communication with state representatives.
- Said duties will require mandatory evening and weekend hours during events and meetings.
- Said duties will require occasional travel for meetings and training sessions.
- All other duties as assigned.

CVB Specific Duties:

- Develop and supervise implementation of an annual operating and marketing plan for the CVB, including updating and creating a strategic plan.
- Develop and supervise plans to promote the City of Perrysburg as a visitor destination through individual leisure travel and motorcoach development and as a center for business, conferences, workshops and sales meetings to area, state, regional, national, and international convention holding groups and organizations.
- Create, promote, and market Perrysburg on social media and in publications developed to promote tourism and economic development.
- Create Annual Report for CVB of yearly accomplishments for public distribution.
- Formulate and direct the social media, marketing, advertising, sales, and promotion programs.
- Work with surrounding CVB's to create new tourism programs and publicize the existing tourist attractions more fully.
- Maintain paid memberships with Ohio Association of Convention & Visitors Bureau (OACVB) and Ohio Travel Association (OTA).
- Actively participate in OACVB, OTA, and TourismOhio programs including but not limited to, annual meetings, co-operative marketing opportunities, and road shows.
- Develop and supervise implementation of an annual operating and marketing plan for the Bureau.
- Apply for and obtain grants to support efforts to promote Perrysburg.
- Review, maintain, and improve existing programs, including, but not limited to, The Great American Race, The Perrysburg Farmer's Market, and Art at Woodlands Park.
- Continue partnering with local organizations including, but not limited to, the Perrysburg Area Chamber of Commerce and Downtown Perrysburg, Inc., to promote Perrysburg.

Job Knowledge and Skills Required:

The ED should have education and/or experience in one or more of the following areas: marketing, fundraising, strategic planning, economics, finance, public relations, marketing and social media, tourism/hospitality, design, journalism, business administration, public administration, communications, volunteer or nonprofit administration and /or small business development. The director must understand the issues confronting small business owners, the hospitality market, public agencies, and fellow community organizations. The director must be entrepreneurial,

energetic, imaginative, well organized, and capable of functioning effectively in a very independent leadership situation. Basic mathematical and computer skills, excellent verbal and written communication skills are essential. Supervisory skills are necessary, as the position requires staff and volunteer management.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to walk, talk, and hear. The employee frequently is required to sit and use hands to find, handle or feel. The employee may be required to reach with hands and arms. The employee must occasionally lift and/or move up to 30 pounds. Specific vision required by this job includes close vision, peripheral vision, depth perception, and the ability to adjust focus.

Education and Experience:

- College degree preferred with an emphasis in Marketing, Public Relations, Nonprofit Administration, Business Management, Economics, Tourism/Hospitality, Communications, or related field.
- Five years minimum experience in one of the above fields.
- All candidates must pass a background investigation and drug screening test.
- All candidates must show proof of a current and valid driver's license.
- Candidate must have experience in Windows-based programs and social media marketing. Graphic design software knowledge and experience extremely helpful.
- This is not an entry level position.
- This is a salaried position with benefits commensurate with experience and education.
- Possible performance-based bonuses.
- Salary range is \$75,000 - \$90,000 with a healthcare stipend.
- Candidate will serve a probationary period, not to exceed 90 days.

Application Procedures:

- All candidates must submit the following no later than October 29, 2021:
 - Letter of Interest
 - Resume
 - Three (3) Professional References
- All information must be sent as a pdf via email to the following email address:
perrysburgcvb@ci.perrysburg.oh.us
- No applications will be accepted after 11:59 pm on October 29, 2021.
- No paper or mailed applications will be accepted.
- If you have questions, please contact the President of the CVB at the following email:
tmackin@ci.perrysburg.oh.us