



JOB DESCRIPTION: Executive Director

SUMMARY: Under the direction of the Board of Directors, the Executive Director is responsible for the day-to-day operation of the Sioux City Regional Convention & Visitors Bureau. This includes oversight of marketing, branding, sales, community engagement, budgeting, strategic planning and staff management. This position requires knowledge of management principles, the ability to communicate clearly, the skill to supervise employees, the initiative to stay current on trends in the destination marketing industry and the diplomacy to represent the bureau in a positive manner in community/public affairs.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develop a dynamic and active destination marketing organization.
- Direct the Bureau's daily operations and manage all aspects of staff selection, training, direction, evaluations and discipline.
- Provide support and leadership to the Board of Directors, giving Directors the tools and information they need to make wise decisions about the organization.
- Report to the Board of Directors monthly or as directed by the Board. Facilitate and support the board by providing accurate and timely information.
- Prepare an operating budget for board approval. Provide strong fiscal management by determining the best use of financial resources.
- Develop the overall business strategies of the bureau including marketing and sales, annual budget, visitor services and community engagement.
- Supervise and mentor all office staff, interns and others with the daily operations of the Sioux City Regional Convention and Visitors Bureau office.
- Responsible for design and delivery of a campaign to successfully achieve reauthorization of the Sioux City Regional Convention and Visitors Bureau petition. The new petition will be for a minimum of 5 years and requires obtaining signatures from hotel owners and participating city officials to maintain an annual budget.
- Serve as head "cheerleader" for Siouxland, the destination brand and the importance of tourism as an economic engine.
- Actively participate in local, regional, statewide, and national tourism organizations to represent the destination, build strategic partnerships, and stay informed on industry trends and best practices.
- Foster an environment of innovation, identify opportunities, bring new ideas to the staff and board and take the lead in turning those ideas into tangible outcomes.
- Develop alternative funding opportunities including grants, sponsorships, co-op advertising and related activities.
- Build strong working relationships with individuals, businesses and organizations in Siouxland and protect these relationships to further the work of the Bureau.

- Serve as the voice of the organization with the media as appropriate. Maintain ongoing effective communication with tourism partners, government leaders, convention and event planners, hospitality businesses and all other stakeholders.

KNOWLEDGE, SKILLS, and ABILITIES:

- Must have a passion for the Sioux City Region.
- Leadership skills – visionary, positive, changing, diplomatic, engaging.
- Excellent interpersonal skills and the ability to establish and develop relationships.
- Supervise and mentor employees.
- Highly detail oriented with superior organizational skills.
- Ability to manage multiple projects and objectives simultaneously and work under deadlines.
- Must be able to relate favorably to a fast-paced and changing work environment.
- Ability to work a flexible schedule as needed.
- Ability to make decisions independently with good judgment.

EDUCATION, EXPERIENCE AND OTHER REQUIREMENTS:

- Bachelor's degree in communications, interactive media, public relations, business, hospitality, marketing or similar OR 5-10 years' experience relative to the position which provides the required knowledge, skills, and abilities to perform the essential functions of the position. Education and experience may be evaluated to meet minimum requirements.
- 5 years of direct or related experience
- Knowledge of hospitality, leisure travel, sports and other related tourism industries required.
- Must have a strong understanding of the legislative process and how it impacts tourism policy, funding, and advocacy efforts at the local, state, and federal levels.
- Must be free to travel to carry out the organization's goals to include nights, weekends and holidays as needed.
- Must have a valid driver's license, reliable transportation, and proof of automobile insurance.

WORK AND PHYSICAL REQUIREMENTS:

- Work environment: normally a typical office environment with people, with minimal exposure to excessive noise or adverse environmental issues, with occasional outdoor exposure to heat, cold and environmental elements.
- Physical demands: manipulate, handle, feel, and control items or equipment. Able to read, write, and interpret written documents. Occasionally lift up to 25 lbs. and transport equipment and materials for use in work tasks.

SUPPLEMENTAL INFORMATION:

The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. They are not intended to be an exhaustive list of responsibilities, duties and skills required. This job description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the employer and the job requirements change.



STATUS: Full-time, exempt

REPORTS TO: SCRCVB Board Chair

APPLICATION PROCESS

All application documents should be **submitted via email** to Barbara Sloniker, Chair of Explore Siouxland, at bsloniker@siouxlandchamber.com and include:

- Cover letter with salary requirements
- Resume
- Three professional references including names and contact information

COMPANY DESCRIPTION:

Explore Siouxland is dedicated to showcasing the best experiences Siouxland has to offer. From outdoor adventures and diverse food options to vibrant arts scenes and exciting sports, Siouxland promises fun and exploration in all four seasons. Engage with us on social media using #ExploreSUX to discover the many ways to enjoy this unique region.