

PACVB JOB DESCRIPTION



President/CEO

REPORTS TO: Board of Directors of the Convention and Visitors Bureau

SUPERVISES: Peoria Area Convention and Visitors Bureau staff and volunteers

JOB SUMMARY: Lead the PACVB in its mission to ultimately increase overnight stays in the Peoria area. Work with the Board of Directors to ensure that appropriate policies and strategies are developed and implemented for the PACVB. Serve as liaison between the Board of Directors and PACVB staff.

PRIMARY RESPONSIBILITIES:

- Ensure the goals and objectives of the PACVB are obtained/exceeded on an annual basis.
- Develop organizational policies and effectively communicate these to all PACVB staff in order to ensure all Bureau activities are implemented within the established policies.
- Implement the policies established by the Board.
- Work with PACVB staff to establish long term strategic goals and ensure those goals are being met.
- Assume responsibility for the Bureau staff, including hiring, termination, performance evaluation, salaries, benefits, and assignment responsibilities.
- Propose an annual budget to submit to the Board for approval.
- Propose an annual business/marketing plan to submit to the Board for approval.
- Serve as the primary spokesperson for the Bureau within the Peoria Area community. This includes communicating with funding sources and members of the community through presentations and meetings.
- Work with PACVB staff to identify opportunities for new programs and new directions for the Bureau. Actively participate in the development and implementation of these programs.
- Ensure that appropriate reports are presented to the PACVB stakeholders.
- Ensure that an external audit of the Bureau's financial records is conducted.

SECONDARY RESPONSIBILITIES:

- Monitor preparation of monthly financial statements for the Board.
- Maintain headquarters as a professional and efficient organization in achieving established goals and objectives for the Bureau.
- Anticipate changes and long-term challenges in order to achieve consistency and continuity in Bureau operations.
- Monitor sales and advertising programs to ensure they are increasing overnight stays.

REQUIREMENTS:

- Four-year degree from an academic institution, business or business management major preferred
- Background in CVB management
- Related experience in a senior management position
- Knowledge of marketing, business theories, practices, and procedures
- Strong interpersonal skills and an ability to provide leadership
- Experience in supervision with proven ability to recruit, train, and develop staff