

Winneshiek County Convention & Visitors Bureau Executive Director

POSITION SUMMARY:

The WCCVB director's prime responsibility is developing relationships to bring together the partners, funding, and marketing that support the WCCVB'S Mission to *"Enhance the local economy by promoting Winneshiek County tourism and attracting visitors to our county."* The WCCVB director reports to and works with the WCCVB board of directors.

DUTIES AND RESPONSIBILITIES:

- Build Partner Relations: Visits, reporting, event calendar, brochure racks and google docs
- Raising Funding Through ad Sales on Website, Blog, COOP Ads, Social Media, Constant Contact, Print Pieces, Grants, Hotel/Motel
- Chair Board, develop and implement budget for hotel/motel 80% digital marketing
- Create and develop easy to follow processes for partners
- Attend important board meetings
- Work with group tours answering questions, giving tours to potential groups
- Social media, give suggestions and help manager with responses as needed, verify quality and alignment on a regular basis
- Develop and implement marketing plans
- Attend, manage and develop booths for State Fair and other important trade shows
- Manage the WCCVB annual budget (work with accountant to pay bills, tax preparation etc.)
- Coordinates all monthly board meetings
- Any other duties as assigned by board
- Develop and maintain great reporting process to partners, board, funding sources, community partners

CANDIDATE REQUIREMENTS: The successful candidate must:

- Have Passion for Winneshiek County and tourism related activities
- Have a proven track record of building and maintaining great relationships
- Have a desire and ability to sell ad space
- Have experience in marketing
- Have excellent communication and interpersonal skills
- Have computer skills in some version of excel, word, google docs, email, constant contact, and the ability to learn and apply any other programs or tasks that are or become relevant
- Have a vehicle capable of traveling daily around Winneshiek County
- Have experience in social media and online relationship building

APPLICATION PROCEDURE:

Send letter of interest, resume, three references to Amanda at amanda@northeastiowarc.org.
Contact Amanda Streeper with questions at 563-864-7112. **Deadline for resumes is January 8th**