



Inver Grove Heights Convention & Visitors Bureau Director

Job Title: Director, Visit Inver Grove Heights

Reports to: Inver Grove Heights Convention & Visitors Bureau (IGH CVB) Board of Directors and contracts with the River Heights Chamber of Commerce

Status: Full Time Exempt

Salary Range: \$60,000+ Annually, 401K benefits and optional Health Care

Description: The Director will lead the planning, development, communication and implementation of the annual marketing plan and the strategic objectives/goals determined by the Board of Directors and execute the day-to-day business operations of Visit IGH

Responsibilities: The Director is responsible for implementation of the policies and management of related marketing activities defined by the IGH CVB Board of Directors. Both the Director and the Board are responsible for supporting the CVB's mission to market and promote the City of Inver Grove Heights to visitors to maintain and stimulate the community's economic vitality. The Director is responsible for all contracts, memberships, communications, marketing and events for Visit IGH. The Director will lead the CVB toward advancing its mission by creating new project initiatives; fostering innovation; leveraging resources and establishing/maintaining partnerships with industry professionals and community organizations.

Preferred Position Qualifications:

- Bachelor's degree desired or the equivalent experience in a related field: business management, marketing, communications, sales
- Minimum of two years' experience working in the Convention & Visitors Bureau, Chamber of Commerce or hospitality industries
- Experience effectively interacting with hotels, business leaders, media and the community
- Experienced in marketing, communications, social media, public relations and budgeting

Detailed Job Accountabilities

I. Board and Organizational Management

- Prepare and distribute meeting materials in a timely manner including monthly director activity report; marketing, website and social media analytics reports; local lodging tax reports; and financial reports
- Develop and manage annual operating budget encompassing all activities, grants and operations of the CVB with CVB's executive committee, subject to review and approval by the IGH CVB Board of Directors and IGH City Council
- Ensure sound financial management practices
- Maintain a records and documents preservation system including all financial transactions, email correspondence and telephone contacts, CVB records, files and other office properties
- Update policies, procedures and by-laws as necessary

II. Marketing

- Develop, implement and oversee the annual marketing/work plan of the CVB that includes the strategic objectives/goals and marketing initiatives for tourism development and promotion of Visit IGH
- Research, write and apply for available grant opportunities to assist with achieving marketing goals
- Manage all online digital advertising, quarterly sweepstakes campaigns and social media campaigns
- Manage content creation, advertisements and social media campaigns with vendors

III. Communications

- Execute internal and external communications
- Customize and maintain the CVB's website
- Coordinate marketing initiatives including bi-monthly e-newsletter; weekly events page for hotels and/or guests; member correspondences; press releases; social media and other projects
- Work with designers and vendors for ad creation, placement, content, video and all other marketing

IV. Partnerships and Tourism Community Relations

- Maintain on-going relationships with tour operators, area CVBs, tourism organizations and associations, community groups, area businesses, City of Inver Grove Heights, River Heights Chamber leadership and general public
- Frequently communicate with IGH hotels to distribute reports, event information, contest package materials and leads from inquiries.
- Maintain brochure racks
- Attend and represent Inver Grove Heights at industry events, conferences, seminars, tradeshow and local events

Qualifications

- Ability and experience to communicate information and needs of the hospitality and tourism industry in a professional, timely and organized manner
- Ability to work collaboratively with stakeholders
- Experience working with vendors and implementing marketing initiatives

- Proficient at designing, distributing and analyzing data from customer feedback
- Ability to manage complex communication projects involving tourism related businesses and numerous individuals
- Proficient at using current information technologies, programs and social media
- Demonstrated ability to write, create and manage documents and databases
- Experience with website administration and/or ability to quickly learn new software platforms
- Ability to manage multiple concurrent projects and prioritize workload

Terms of Employment: This is a full-time, exempt position. Working conditions, duties and responsibilities are determined by the Inver Grove Heights Convention & Visitors Bureau Board of Directors and River Heights Chamber of Commerce President and are subject to change with notice by the CVB Board Chair and Chamber President.

Evaluation: The IGH CVB Board of Directors will designate a committee of CVB Board members, along with the President of the River Heights Chamber of Commerce, to evaluate the performance of the CVB Director on an annual basis. All members of the CVB Board can submit input on the evaluation of the Director to the designated evaluation committee and/or President of the River Heights Chamber of Commerce. Performance evaluations will be in accordance with the procedures of the River Heights Chamber of Commerce performance improvement process and consider the performance and outcomes of the CVB's marketing/work plan goals and objectives.

Please send cover letter and resume to Colleen Roth, President, River Heights Chamber of Commerce
Colleen@RiverHeights.com