

Visit The County Executive Director Job Posting:

Executive Director

Visit The County – the industry-led Destination Marketing and Management Organization (DMMO) for Prince Edward County – is seeking a full-time Executive Director to lead our destination marketing, product development, visitor services, and tourism management efforts.

The Executive Director will work closely with tourism stakeholders, partners, and the Board of Directors to achieve our mission: enriching the quality of life in Prince Edward County through responsible and sustainable tourism management. Our goal is to make Prince Edward County a world-class, year-round destination with a flourishing visitor economy by 2030.

Responsibilities

- Oversee the organization's administrative, financial, marketing, and day-to-day operations.
- Conceptualize and direct the execution of comprehensive marketing strategies to build destination awareness and visitation.
- Collaborate with tourism stakeholders to create new, year-round visitor experiences.
- Ensure a centralized communication system for promoting local events and offerings.
- Develop and manage an annual budget in alignment with the Board's strategic plans.
- Act as the organization's spokesperson, representing Visit The County at events and in partnerships.
- Guide the Board of Directors on tourism economy and marketing industry trends.
- Address sustainability issues related to tourism's impact on the community.
- Manage public relations and communication strategies, ensuring consistency in brand messaging across all platforms.
- Identify and apply for suitable grants, sponsorships, and funding opportunities.
- Build and maintain relationships with government officials, community leaders, and tourism-related organizations.

Qualifications

Governance & Leadership

- Experience working with non-profit boards and committees.
- Proven leadership in change management, strategic planning, and project execution.
- Knowledge of collaborative governance models and strong financial management skills.

Tourism & Marketing

- 5-10 years of experience in tourism, including destination marketing, special events, hospitality, or visitor services.
- Up to date on trends in sustainable tourism and destination development.
- Demonstrated ability to develop and execute marketing plans across multiple platforms.

Interpersonal Skills

- Strong written and verbal communication skills, with the ability to engage diverse stakeholders.
- Commitment to equity, diversity, inclusion, and accessibility.
- Ability to manage teams and foster positive working relationships.

Community Knowledge

- Established connections to local/regional tourism stakeholders in Prince Edward County.
- Understanding of the County's unique environmental and cultural landscape.

Compensation

- Salary range: \$95,000 to \$110,000, negotiable based on experience.
- Remote work position with benefits (or payment in lieu of benefits).

To Apply:

Submit your cover letter and resume by 4:00 p.m. on November 8, 2024, to rebecca@visitthecounty.com. The Board will conduct interviews and aims to finalize the contract by December 31, 2024.

Visit The County is an equal opportunity employer, committed to creating an inclusive and accessible environment. Accommodations are available upon request throughout the recruitment process. Email requests to rebecca@visitthecounty.com.