

Job Title: Executive Director – Central West Virginia Convention and Visitor's Bureau

Location: Kanawha County, WV

About Us: The Central West Virginia Convention seeks a dynamic Executive Director to lead our organization in promoting Kanawha County and the surrounding area as a premier destination for conventions, events, and tourism. We seek a visionary and motivated leader who can strategically market Kanawha County, enhance communication efforts, and plan and execute successful strategies to drive economic growth and enhance the visitor experience.

Responsibilities:

- Reports to the CVB Executive Committee and Board of Directors.
- Develops and supervises the implementation of an annual operating and marketing plan to promote the destination to local, state, regional, national, and international audiences.
- Directs the preparation of the annual budget which supports these activities and presents it to the Board for approval.
- Attends all meetings of the membership, the Board, and other designated committees in an advisory, non-voting capacity.
- Establishes and maintains ongoing effective communications with local businesses, government leaders, business and cultural institution leaders, convention and event planners, and the local tourism industry.
- Represent the Bureau at selected local, state, regional, and national conventions that serve to foster the betterment of the Bureau's mission.
- Develops and maintains effective organizational policies and ensures all Bureau activities are implemented within these established policies, guidelines, laws, and ethical standards.
- Prepares and submits applications for external funding.
- Prepares activity reports for the Board of Directors Meetings.
- Manage the bureau's budget effectively, strategically allocating resources to achieve organizational objectives.
- Prepares and delivers presentations to public officials, committees, community groups, and the media.

Qualifications: The ideal candidate will have 4- a four-year degree in Marketing, Communications, Event Planning, Tourism, or a related field. Master's degree preferred. The hiring committee will also consider knowledge, experience, and skills in lieu of education, where applicable. Previous CVB, tourism sales and marketing, or hospitality sales and marketing experience is preferred. Ability to work independently and make strategic decisions is required. Demonstrated success in driving tourism and economic development. Office and remote working environment averaging 40 hours per week. Some travel is necessary. The selected candidate would begin on a 1099 basis.

How to Apply: Interested candidates should submit a resume, cover letter, and three professional references via email to centralwvcvb@gmail.com. **The application deadline is Monday, March 4th, 2024, at 4:00 pm.**

The CWVCVB is an equal-opportunity employer. We encourage candidates from diverse backgrounds to apply. Join us in promoting Kanawha County as a premier destination and be a key player in shaping the future of our vibrant community!