

'Visit The County' Destination Marketing & Management Organization (DMMO)

EXECUTIVE DIRECTOR

Prince Edward County has created a new tourism-industry-led Destination Marketing and Management Organization (DMMO), 'Visit The County' (VTC), to oversee marketing and promotion, product development, visitor services, and support tourism management in Prince Edward County (The County). Visit The County will be seeking candidates for the full-time position of **Executive Director** who will work with tourism stakeholders, and partner organizations/associations to support the establishment of the not-for-profit organization and use Municipal Accommodations Tax in the implementation of its objectives to:

- a) Work closely with the municipality and regional partners to strategically advance responsible tourism management, environmental sustainability, and regenerative tourism goals.
- b) Work in partnership and collaboration with various tourism sectors and community stakeholders to promote The County and ensure quality destination experiences for all.
- c) Provide efficient, accountable, ethical, and transparent governance of Municipal Accommodations Tax investments related to tourism and use their allocated portion to fund marketing, minor tourism-related capital projects, and tourism product development.
- d) Represent and support The County tourism sector and act as a leader in tourism marketing through management of visitor-facing digital accounts, print materials, and other promotional assets related to visitor services.
- e) Collect and clearly communicate key tourism statistics, economic and social impact data, and credible information related to market research and travel trends.
- f) Provide a vehicle for the transfer of municipal and other partner assets, physical or financial, for destination marketing and management related to tourism.

Position Responsibilities

- The Executive Director will work closely with the board and will be responsible for and report on, administrative, financial, marketing, and day-to-day operational activities of the DMMO.
- Be expected to attend, in person, events, and meetings in The County, possibly on short notice.
- Drive collaboration between tourism stakeholders to create new customer experiences throughout the year for The County.
- Create a centralized system for communicating what is happening in The County to improve synergy in the product offerings.
- Develop and manage a budget in conjunction with the Board.
- Advise and guide the Board of Directors on matters related to the local tourism economy and destination marketing industry.
- Work to address broader issues related to sustainability and the impact of visitors on the community.
- Acts as the official spokesperson for the organizations and VTC tourism industry.

- Develop and execute a marketing plan in conjunction with the Digital Marketing & Communications Analyst that drives business into all four seasons of The County tourism market.
- Responsible for public relations as well as the development and execution of communication programs to raise public awareness of VTC events, marketing programs, and issues.
- Ensure there is accurate, professional, and on-brand messaging on external communication materials including website, marketing materials, and social media content in conjunction with the Digital Marketing & Communications Analyst.
- Participate in developing committees and assigning work plans for Board and committee execution.
- Constantly adapt to situations that require development of creative ways to balance the needs of residents, businesses, and visitors through analytical, interpretative, and innovative thinking.
- Advanced understanding of data used to make decisions and where to obtain such data.
- Be confident in navigating conversations with those who are passionate about tourism in the community, and act as the spokesperson and representative for Visit The County in various partnerships.
- Attend - in any location - tradeshows, conferences, training programs, and meetings applicable to the role and as required by the Visit The County board.
- Identify and prepare applications for suitable grants, sponsorships, and other external funding opportunities.
- Develop positive relationships with elected and appointed municipal officials as well as all represented entities of the tourism and fair industry both within and outside The County.

What you Bring to the Role

The successful candidate is a seasoned professional, with broad knowledge of tourism, experience in the non-profit sector, governance savvy, and a keen understanding of sustainable destination marketing and management. The ideal candidate will possess some combination of the following qualifications, experiences, and skills related to:

Governance

- Experience working with/for a not-for-profit Board of Directors and supporting a variety of Board Committees.
- Demonstrated strong leadership skills in organizational/change management, implementation of strategic plans, and effective project management.
- Demonstrated ability to uphold good governance and an understanding of collaborative governance models.
- Availability to participate in Board and or Committee meetings during weekday evenings, and community events as necessary on weekends and/or holidays.
- Ability to effectively manage budgets, as well as keeping and reporting on financial records.
- Confidently present to the board on activities and spending of MAT (Municipal Accommodations Tax) funds on a regular basis including supporting documentation.

Tourism

- Current on trends, policies, and best practices in sustainable and/or regenerative tourism models, strategies, and implementation plans.
- Demonstrated educational focus in any of the following: tourism, business, public relations, marketing, and communications, or another related discipline.
- 5-10 years of experience in the tourism industry, ideally including destination development, marketing, special events, hospitality, public relations, visitor services, and/or tourism management.
- Keen understanding of marketing strategies and the visitor economy.

Interpersonal

- Demonstrated commitment to equity, diversity, inclusion, and accessibility with a keen awareness of personal identity.
- Ability to proactively engage communities of all demographics through stakeholder consultation, project development, implementation, and evaluation in a way that positively impacts those served.
- Demonstrated excellence in written and oral communication skills with people, organizations, and/or agencies that would be affected by, or interested in, tourism marketing and management.
- Demonstrated ability to interact with internal and external stakeholders while maintaining transparency, accountability, and political acuity.
- Experience effectively managing a team and providing supervisory support to other staff dedicated to communications, public relationships, marketing, and other related tasks.
- Evidence of the ability to collaborate through a strong understanding of relationships and rapport.

Community

- Established connections to local and regional tourism sectors, organizations, associations, and stakeholders in and around Prince Edward County.
- Knowledge of the unique environmental assets and challenges of Prince Edward County.
- Knowledge of the unique history and contemporary culture of Prince Edward County.

Compensation

- Salary negotiable between the candidate and DMO Board of Directors depending on qualifications and experience. Starting salary range will be from \$100,000 - \$130,000 annually.
- This is a remote work position.
- A benefits package or payment in lieu of benefits is anticipated.
- Vacation allowance of 3 weeks.
- Travel expenses for events will be covered by Visit The County. Expenses will be calculated from your home office to and from the event locations outside of Prince Edward County. Items that

can be expensed include mileage, accommodation, meals, client hosting, event fees, set-up costs, a monthly stipend to cover your monthly phone package, and an internet package.

The Board will conduct all correspondence with candidates, arrange and conduct interviews, and is anticipated to award the contract by September 2022. Please submit your cover letter and resume before August 23, 2022, to opportunities@visitthecounty.com.

Visit The County is committed to fostering an inclusive and accessible environment and is seeking to build a team that reflects the diversity of the community in which we live and serve. We are an equal opportunity employer and support applicants with disabilities. Accommodations are available upon request throughout the recruitment process. Please email your request to opportunities@visitthecounty.com.

Any personal information collected shall only be used in the selection of a suitable candidate.