



501 South Water Street | Elizabeth City, NC 27909

VisitElizabethCity.com

Located in Northeastern North Carolina, Elizabeth City is small town offering big experiences and even bigger memories. We encourage visitors to immerse themselves in the peace and southern charm our Harbor of Hospitality has to offer. From passionate, friendly locals to homegrown experiences in art, dining, music and more, our waterfront community offers a unique, refreshing, and reinvigorating experience for all kinds of visitors.

Visit Elizabeth City is seeking an Executive Director with a demonstrated history of innovation and collaboration to bring together business, government, and community leaders to advance the organization and support Elizabeth City and Pasquotank County through tourism. Visit Elizabeth City is a North Carolina Public Authority known as the Elizabeth City-Pasquotank County Tourism Development Authority (ECPCTDA).

Overview: Executive Director

Reporting to the ECPTDA Board of Directors, our ideal candidate will direct and lead Visit Elizabeth City towards its mission of driving economic impact through destination marketing and enhancement of the visitor experience. The candidate will demonstrate a history of leadership for marketing, product development, and visitor services.

The Executive Director is responsible for all operational functions, organizational strategies for Visit Elizabeth City, and helps to identify opportunities for improvement. The Executive Director leads strategic business development and key planning issues that relate to and impact the destination.

Essential Functions

Fiscal

- Determines resource allocation among budget items.
- Oversees the creation of financial reports and annual audit reports in accordance with procedures approved by the Board; monitors the financial situation of Visit Elizabeth City, ensuring the financial health of the organization.
- Develops and implements an annual comprehensive marketing plan, including marketing, advertising, the official destination website, public relations activities and accompanying research to measure results. Directs the preparation of the annual budget that supports these activities and presents it to the Board of Directors for approval.

Staff

- Selects, trains, supervises, and evaluates assigned personnel; coordinates staff training; oversees implementation of discipline and termination procedures for all staff members via the adopted Visit Elizabeth City Employee Handbook.
- Develops and maintains effective organizational policies and ensures all Visit Elizabeth City activities are inclusive and implemented within these established policies, guidelines, laws, and ethical standards.
- Establishes goals for the organization and assists staff members to achieve those goals.
- Staffs and maintains a tourism office to distribute visitor information and respond to inquiries.
- Oversees all administrative, operating, and marketing functions of Visit Elizabeth City.
- Hires contractors when needed to fulfill the objectives of the strategic plan when those objectives cannot be obtained by regular staff.

Board Relations

- Keeps the Board of Directors informed about business activities, performance opportunities, and recommended courses of action.
- Attends all meetings of the Board and other designated committees in an advisory, non-voting capacity.
- Prepares monthly executive director's report and reports at monthly Board of Directors' meetings; prepares annual report for presentation to the Board and throughout the community.

Public Relations

- Articulates and advocates for tourism's role in the economic development of Pasquotank County. Acts as primary spokesperson for the organization.
- Establishes and maintains ongoing effective communications with stakeholders, government leaders, business and cultural institution leaders and the local tourism industry.
- Represents Visit Elizabeth City at selected local, state, regional, and national conventions that serve to foster the betterment of Visit Elizabeth City's mission.
- Interfaces with regional and state tourism partners and programs; collaborate with other economic development entities in the region.

Qualifications

- Knowledge of marketing, business theories, and modern business practices and procedures.
- Ability to set a vision and invest others in that vision.
- Self-directed and results-oriented
- Experience in supervision with a proven ability to recruit, train, and develop staff.
- Strong interpersonal and communications skills and the ability to work effectively with a wide range of diverse constituencies.
- Ability to foster an inclusive and welcoming organizational culture.
- Ten or more years of experience in a senior leadership position performing destination marketing and management services.
- Strong coaching skills, with the ability to differentiate coaching and management.
- Four-year degree from an academic institution; marketing, sales, or business major preferred. Preference for destination industry-specific certifications such as CDME, CMP, CAE, PDM, TMP, etc.*.

- Strong organizational skills including the ability to manage multiple projects and details at once.
- Ability to analyze and solve complex problems.
- Valid driver's license and ability to operate motor vehicles.
- Willing to travel as required to trade shows, conventions, and continuing education.

*Accreditations:

CDME = Certified Destination Management Executive

CMP = Certified Meeting Planner

CAE = Certified Association Executive

PDM = Professional in Destination Management

TMP = Travel Marketing Professional

Visit Elizabeth City is an equal opportunity employer that offers a competitive salary, healthcare benefits, vacation, and North Carolina retirement to its full-time employees. Full time, salaried position. Salary commensurate with experience, ranging \$65,000 to \$95,000.

To apply: Submit a persuasive cover letter explaining your interest in the job along with your resume.

Visit Elizabeth City

Attn: Executive Director position

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