



Virginia Coalfield Regional Tourism Development Authority dba
The Heart of Appalachia Tourism Authority
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JOB TITLE: REGIONAL EXECUTIVE DIRECTOR

GENERAL JOB DESCRIPTION

The Executive Director performs highly responsible supervisory, administrative and marketing duties for the Heart of Appalachia Tourism Authority, serving the counties of Lee, Scott, Wise, Dickenson, Buchanan, Tazewell, Russell, and the City of Norton. The Executive Director reports to the Board of Directors and coordinates committees and meetings to fulfill the mission of the regional Tourism Authority. Work involves fostering partnerships with each local Tourism Directors and Tourism Businesses to ensure growth and improve visitation to the region. Employee is responsible for partnering with other groups in the region to market new product development. The position is responsible for directing the operations of the regional visitor center/tourism office, and supervising, assigning and reviewing the work of the tourism staff. Director prepares annual operations budget, initiates and approves expenditures and develops an annual report on tourism accomplishments. Employee creates and implements presentations to local governments, Chambers of Commerce, and tourism advisory committees, provides quarterly updates to legislators, local government offices, leaders and stakeholders within the region. Director must work with local government offices, leaders and stakeholders within the region. Employee must demonstrate considerable tact and courtesy in frequent contact with business leaders, tourism industry professional, industry representatives, government officials and general public.

SPECIFIC DUTIES AND RESPONSIBILITIES

Markets the region to foster good public relations and directs the development of all travel and tourism marketing. Represents the region in joint planning sessions to establish a regional marketing strategy that increases visitor spending and overnight stays. Maintains an enthusiastic, self-reliant and self-starting approach to meet job responsibilities.

Coordination of Work: Plans and organizes daily work routine. Establishes priorities for the completion of work in accordance with time management techniques. Maintains a calendar for meetings, events, and deadlines. Provides project management for all staff and work.

Marketing Plan: The Executive Director will develop and implement a marketing plan that includes branding, logo, advertising, content and extensive research on the proper audience and regional marketing that would increase the Return on Investment. The Director will develop a fulfillment system to supply information to leads/inquiries and will implement a measurement data collection plan to determine the success of each marketing initiative. This will include web site analytics, social media analytics, and inquiries for digital marketing.

The development and implementation of tools includes Web Sites, Social Media, brochures, mobile apps, photo/video library, press/media kits, brochures, tear off maps, interactive maps, GPS and Points of Interest, and other tools to promote the regional businesses and assets. The employee will work to host workshops, Hospitality Training, FAM tours, media tours and Welcome Center Tours coordinated by Public Relations Firms, Virginia Tourism Corporation, DMOs and other agencies.

Visitor Services: The regional visitor center and offices are located in downtown St. Paul on Market Square in the Historic Hillman House. Supervises, assigns and reviews activities at the Visitor Centers by maintaining staff schedule and state brochures required by the VTC criteria for a Virginia Certified Visitor Center.

MINIMUM TRAINING AND EXPERIENCE

Three years' experience in a leadership role as an Executive Director, DMO or CVB administrator. Excellent communication skills, both verbally and written, extensive skills in public relations, marketing, management and sales. Proficient with business software: Microsoft Word, Dropbox, Excel, PowerPoint. Knowledge of digital marketing and social media trends. Maintains a high work ethic and inspires the staff to exceed expectations.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Travel Requirements: The Executive Director travels to the 8 regional localities for meetings, presentations and events. Travel to meetings in Richmond and other localities is required. Travel to trade shows and expos in other states is required.

Physical Requirements: The position requires the ability to set up Tradeshow displays, stand at Tradeshows and Expos, and sitting at office and in meetings. Must be physically able to operate a variety of automated office equipment, which includes copier, Power Point, and computer. Must be able to lift 25 pounds and be able to lift, carry, push, pull, or otherwise move objects. Requires the ability to talk and/or hear.

Interpersonal Communications: Requires the ability of speaking/and or signaling people to convey or exchange information. Includes giving assignments and/or directions to staff, community leaders, partners and stakeholders.

Language Abilities: Requires the ability to read legislation, bylaws, reports, maps, contracts, proposals, invoices, analytics, visitor surveys, and other documents. Requires ability to take meeting notes and create minutes associated with the Tourism Authority.

Budget and Finance: Requires experience with budgets, accounting, finances and banking procedures.