

Greater Bridgeport Convention and Visitors Bureau

Executive Director

Position Overview

About Bridgeport, West Virginia

The signs greeting travelers as they enter this North Central West Virginia city says “Opportunity Lives Here.” For those that have experienced it, whether it’s on the residential, business or recreational front it’s a point hard to argue.

A once sleepy bedroom community with a rich history has developed into a desired residential location bursting with economic development and recreational opportunities that has created one of the most progressive communities in all of West Virginia.

Bridgeport’s population of nearly 8,500 is well aware of the tradition that makes it a desired location in the Mountain State. Incorporated in 1887, the city can trace its roots back to the 1750s when it was still part of Virginia. While there are many prominent names from the past, Bridgeport’s most famous son is the oil “wildcatter” Michael Late Benedum. Benedum’s exploits in the oil business are matched as his contributions as a philanthropist and the founder of the Claude Worthington Benedum Foundation that provides millions in grants in West Virginia and Southwester, Pa.

The past is rich from that of Benedum to the once bustling railroad industry and stockyards. The present and future hold even more promise.

On the development front, few cities the size of Bridgeport see the sheer volume of business arrive on an annual basis. In 2018 alone, the city issued nearly 1,000 permits for an incredible \$58,793,000 in construction activity.

Much of the construction activity is on the retail front where Bridgeport has easily exceeded more than 1 million square feet of retail space. The Meadowbrook Mall, the city’s retail hub, has roughly 900,000 square feet, while several other retail and commercial areas meet the vast array of wants and needs of the community and visitors.

The city is home to the growing North Central West Virginia Airport, which in 2018 established a new record for the number of passengers flying out of the facility. The airport’s all-jet services features United Express’ daily routes to O’Hare International Airport in Chicago and Washington-Dulles International Airport in our nation’s capital. The airport also offers regular destination flight service to Orlando and Myrtle Beach.

The airport is home to a massive aerospace industry with an economic impact exceeding \$1 billion. Pratt & Whitney and Bombardier are among the roster of tenants that call Bridgeport home.

Beyond the numbers, Bridgeport has become a cultural hot spot in the area. Long known for quality local, regional and national restaurants, those entities have expanded and continue to

expand to provide area residents with plenty of options and travelers with a place they can reliably stop to enjoy a meal.

Culture also does not take a back seat in Bridgeport. The city is home to the Bridgeport Farmers Market, ranked the top Farmers Market in West Virginia and also hosts the Annual Craft Beer Festival, and regular events that highlight the arts and entertainment as rich and diverse with a heavy emphasis on Jazz events.

Events and activities are also offered through the Bridgeport Parks and Recreation Department and the Bridgeport Public Library. Parks and Recreation oversees the multi-million dollar Bridgeport Recreation Complex that currently only has an outdoor component. By 2020, a new \$40 million indoor facility will be situated on the same property opening new doors for the local community on the recreation front and continuing to further enhance the city as a recreation destination for indoor tournaments.

For those opting to live in Bridgeport, they will find a variety of housing options from single family to town homes. The high-percentage modern and continually growing housing stock is aimed at accommodating growth that is forecast to continue well into the future.

Many come to Bridgeport to take advantage of the school system. Bridgeport's two elementary schools - Johnson and Simpson - are joined by Bridgeport Middle School and Bridgeport High School. All four schools are situated within the neighborhoods they serve and are intimately connected to the community. The schools are regularly honored as among the best or the best in academic achievement, while the high school regularly is ranked as the top athletic high school in West Virginia. Bridgeport is also home to one private school in Heritage Christian along with being home to the West Virginia Junior College and a branch of Fairmont State University. Education is a priority in Bridgeport.

The family's sending their children to those school's sport a median age of 42 years as of 2017. The median income, also as of 2017, is \$82,359 and that is the highest in Harrison County, nearly double that of West Virginia's average and well above the average for the United States.

OUR MISSION The Greater Bridgeport Convention & Visitors Bureau (GBCVB) is the primary private sector marketing and visitor services organization charged with the development of meetings, conventions and tourism-related business. Our goal is to enhance the economy of Bridgeport, WV and the surrounding region through the promotion of our community and its attractions.

General Summary:

The Executive Director of the Greater Bridgeport Convention and Visitors Bureau is responsible for the management of its staff and all daily operations of the GBCVB and implementation of established GBCVB policies and procedures, as well as internal policies approved by the GBCVB Board of Directors, and acts as a primary spokesperson for the organization. The GBCVB is funded through the Hotel Lodging tax agreement and administered by the City of Bridgeport. The Executive Director will be responsible for the

overall success of the GBCVB sales and marketing initiatives, strategic plan and organizational budget.

The Director provides Executive oversight and hands on execution of all sales and operational initiatives involved with the Greater Bridgeport Convention and Visitors Bureau to include Connect Bridgeport, our cities digital media source, and the newly formed Bridgeport Arts and Heritage Foundation, created to promote culture and arts in our community.

The primary focus of the position is to drive tourism through attracting visitors to our region through the successful marketing of our community and its primary marketable assets that are the Bridgeport Conference Center, The Bridgeport Recreational Sports Complex and the NCWV Regional Airport, many hotels, restaurants and shopping centers.

Financial and Operations

- *Develops and recommends the annual fiscal operating budget for Board approval in order to achieve the organizations mission, vision and annual performance objectives.*
- *Ensures the optimum use of all organizational resources and recommends allocation decisions as needed to strengthen the organization and achieve annual objectives.*
- *Oversees the adoption of information technology to assist the organization in fulfilling its mission, vision and annual performance objectives.*
- *Consults with Board Chairperson and or Board of Directors regarding issues requiring the utilization of outside professional expertise.*
- *Works with the Board of Directors when the need arises to procure professional services, which may include the solicitation of price quotes or competitive bids through the rfp process.*

Planning and Vision

- *Reviews relevant economic and other research data and incorporates the information into various reports for the GBCVB Board of Directors and others as determined by the Executive Director.*
- *Works closely with GBCVB Board of Directors and key stakeholders/partners to develop the Bureau's marketing and strategic plan.*
- *Solicits an understanding of the objectives of key participants in the relevant business and incorporates their needs into the GBCVB strategic plan.*

Programs

- *Oversees all GBCVB programs and recommends prospective nominees to the GBCVB Board of Directors.*
- *Works with local groups to foster economic activity in Bridgeport and Harrison County, with attention to special events to attract local and out of the area visitors.*

- *Participates in selected local, state and national travel industry conventions, conferences, events and trade shows.*
- *Seeks out grant funding opportunities with West Virginia Tourism Division or from other sources to leverage marketing funds with partners in tourism.*

Organizational Development and Staffing

- *Recommends internal operating policies and organizational changes to the Board when appropriate.*
- *Recruit, hire, train, supervise and evaluate assigned personnel, coordinate staff training, oversee implementation of discipline and termination procedures for all staff members.*
- *Provide motivational leadership for professional and support staff to insure these individuals develop into a cohesive, responsive and results-driven team.*
- *Assure a work climate that is challenging, motivational, supportive and rewarding, where performance is regularly evaluated, improvement measures taken when needed and achievement is recognized.*
- *Answer employee questions, resolve work-related issues and interpret GBCVB policies to staff to improve the quality and quantity of work performed within accountable areas.*

Board Relations

- *Assists in the recruitment and retention of Board members and participates in maintaining the health and professional growth of the Board.*
- *Serves as the Secretary/CEO ex-officio member of all Board committees and working groups and appoints staff to serve as Board committee liaisons, when appropriate.*
- *Oversees administrative preparation for all organizational meetings including Board and Executive Committee meetings.*
- *Prepares annual fiscal year operating budget and presents the proposed budget to the Board at its regularly scheduled July Board meeting.*

Industry and Community Relations

- *Attends meetings, when appropriate, with various industry and community-based organizations including but not limited to Harrison County Chamber of Commerce, Associated Businesses of Bridgeport, Bridgeport Rotary, Bridgeport Economic Development Corporation, Harrison County Economic Development Corporation, WV Hospitality and Travel Organization, WV Tourism Division, Destination International, WV Association of CVB. Director may sit as a member of the Board of Directors for any of these or other organizations that connect with the travel and hospitality industry or community.*

Public Relations

- *Unless otherwise designated to a subordinate, the Executive Director acts as the official spokesperson for the GBCVB.*
- *Develops and maintains relationships with elected and appointed City and County officials as well as all represented entities of the tourism industry, both within and outside the immediate Bridgeport-Harrison area.*
- *Establishes and maintains relationships with various media outlets to enhance the image of tourism and its development throughout the region.*

Education, Experience and Skills:

Education:

A combination of education and experience equivalent to a Bachelor's degree in the tourism industry, business administration, communications, marketing, public relations or other closely related field of study.

Experience:

At least six (6) years of managerial experience with budget responsibility of at least \$500,000. Upper level management experience in a similar hospitality/tourism organization preferred. At least five years of sales and/or marketing experience, preferable in the travel and hospitality industry or a destination marketing organization. While not required, Certified Destination Management Executive preferred.

Skills:

In depth knowledge of the travel and tourism industry required; or a combination of tourism and hospitality management, but not limited to hotels, restaurants, heritage attractions, cruise ships, amusement parks, convention centers and sports venues; knowledge of principles and methods of sales and marketing, advertising and public relations; knowledge of strategic planning, resource allocation, budgeting, administrative office functions and human resource management; Must possess leadership, supervisory and organization skills; In-depth written and oral communication skills required; Excellent presentation, sales and interpersonal skills; Knowledge of principles and the processes for providing quality customer service; Proficient computer and graphics skills including but not limited to the internet, word processing, spreadsheets, database management and social media.

Travel:

A moderate amount of travel will be required both regionally, statewide and sometimes domestic.

Organization Competencies:

Interpersonal Effectiveness/Communication: Independently prepares concise and clear complex and strategic documentation. Analyzes complex or difficult communication situations and formulates effective responses. Balances and optimizes the skills and contributions of others; creates an environment that allows others to willingly share expertise with others. Able to provide ongoing feedback, perform formal evaluations. Promotes positive solution-oriented communication.

Service/Support Orientation: Provides leadership in improving service and support processes, procedures, and productivity. Applies extensive knowledge of internal and external resources in addressing challenges and improving professional service delivery. Leads or directs organization-wide efforts to accomplish professional strategic service and support objectives. Resolves issues using discretionary judgement in the absence of any explicit protocol.

Organization: Sets strategic priorities and monitors attainment of goals. Leads or directs major, organization-wide, multi-faceted projects. Oversees distribution of responsibility for program and work processes. Leads, directs development of new processes, or process improvement. Makes final decisions concerning conflicting priorities and resource needs within the GBCVB. Evaluates and manages the performance of others and develops corrective action plan when appropriate.

Multi-tasking/Problem Solving: Assesses multiple, complex tasks or projects and service demands and develops processes to address them. Equitably and effectively assigns responsibilities to others to accomplish projects and meet service demands. Anticipates and identifies potential problem situations and develops strategies or policy for resolution.

Job Family Competencies:

Performance Management: Demonstrates the ability to set strategic objectives for the achievement for multi-functional, department-wide, or organization-wide priorities. Identifies and addresses gaps in the organizations structure and performance and repositions the organization to effectively and efficiently meet the changing demands of the customer and the business environment.

Teamwork and Cooperation: Collaborates with various internal and external decision makers to create strategic alliances and partnerships on an organization-wide level. Demonstrates “leadership by example” to facilitate teamwork, collaboration, and information sharing. Develops and implement internal initiatives that promote teamwork within the organization.

Coordination, Planning and Decision-Making: Executive Director identifies action steps, aligns and implements GBCVB strategic plans.

Technical and Content Knowledge: Directs efforts to improve processes, procedures, methods, technologies, tools, equipment, terminology, standards, performance measures, and outcomes of work on an organizational level.

Salary based on experience and skill set.

If interested in applying, please send resume and references to Scott Duarte, Bridgeport CVB Board of Directors. Scott.Duarte@bridgeportconference.com