

## **Executive Director - DeKalb County CVB**

### **Position Information**

The DeKalb County Convention & Visitors Bureau (DCCVB) is seeking a highly qualified executive director candidate to promote DeKalb County (IL) attractions, businesses and events to visitors, conference planners and attendees and area residents. The DCCVB board recently completed a strategic vision for the organization and is seeking an experienced director to lead the organizations implementation of key initiatives including expanded sales and marketing and increased local and regional partnerships.

### **Organization Information**

The DCCVB works on behalf of county stakeholders to attract leisure travelers and overnight visitors to the area's diverse attractions and resources, which include a major public research university (Northern Illinois University) and a group of creative local makers and artisans known as Bold Spirits of DeKalb County. As the county's only certified destination marketing organization, the bureau serves as a primary point of contact for meeting planners, sports tournament directors, tour operators, special event planners and travelers. The bureau's staff currently consists of two (2) full-time employees who focus marketing, advertising and promotional efforts within the Chicagoland region and locally, contributing to an influx of nearly \$100 million dollars annually to the DeKalb County economy.

### **Responsibilities**

- Work with the DCCVB board of directors to develop strategies, programs, and policies to promote tourism with a specific focus on county-wide sales and attraction
- Oversee staff and develop an annual staff plan per DCCVB board strategies, programs and policies with an increased focus on the area of sales and marketing
- Engage with diverse community and industry groups to identify and develop emerging market opportunities that result in increased events and visitors
- Enhance marketing and sales strategies with key industry partners through increased communication and collaboration

### **Skills and Knowledge**

- Bachelor's degree and at least five (5) years experience in the hospitality and tourism industry, business administration, communications, public relations or closely related field
- Excellent organizational, writing and oral communications abilities
- Embrace strategic planning and visioning processes
- Budget management skills, including budget preparation, analysis, decision-making and reporting
- Successful public speaking, presentation, interpersonal and sales communications skills

- Ability to collaborate with board and organization members
- Strong computer skills including proficiency with spreadsheets, word processing, database management and social media.
- A commitment to relationship-building throughout the community and the travel/tourism industry
- Knowledge of tourism market research, sales and negotiating principles
- Self-starter, able to work with limited direct supervision
- Able to maintain an organized work implementation schedule, focusing on results
- Commitment to customer/client satisfaction

**Application Process:**

Applications to be submitted via email and include a cover letter, resume and names/contact information of at least three references. All applications are to be directed to Chair Brad Hoey at [bradhoey22@gmail.com](mailto:bradhoey22@gmail.com). Application deadline is May 31, 2019.

Questions related to this position can be directed to DeKalb County Convention and Visitors Bureau Board Chair Brad Hoey at (815) 761-2541, or [bradhoey22@gmail.com](mailto:bradhoey22@gmail.com).

Below is a link to the DCCVB's website and a link to the position posting via LinkedIn.

<http://dekalbcountycvb.com/>

<https://www.linkedin.com/jobs/cap/view/1256989017/>