

## **Executive Director** **Lexington Tourism Authority**

**FLSA Status: Exempt**

### **General Definition of Work**

Performs complex executive-level work administering all aspects of the Lexington Tourism Authority serving as Budget Officer and developing and implementing an annual Destination Marketing Plan & Program of Work including but not limited to: Administration, Product Development, Marketing & Communications, Information Technology, Public Relations, Publications & Fulfillment, Group Travel, Visitor Services, Marketing Assistance, Grants & Sponsorships, Research and Performance Measures, Partnerships & Industry Advocacy, Government Relations, and related work as apparent or assigned. Position is approved by and serves at the pleasure of the Tourism Authority Board of Directors serving under the direction of the Board. Management is exercised over all personnel within the Authority.

### **Qualification Requirements**

To perform this job successfully, an individual must be able to execute each essential function effectively. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Essential Functions**

- Provides managerial guidance including operational efficiencies, on-going organizational planning, education, and community-based initiatives that position the Authority as the leader in hospitality and tourism-based economic development for Lexington; supervises and directs staff providing input into job status including but not limited to hiring, firing, assignment of duties, promotions; and conducts annual staff evaluations
- Supports the enhancement of Lexington as a destination by building consensus and strategic alliances that support the maintenance and enhancement of memorable experiences that visitors cannot get anywhere else
- Uses market research and data to oversee the creation of targeted, integrated, and successful consumer marketing and communications campaigns including advertising, brand communications, cooperative partner programming, publications, and tourism strategies designed to increase visitation and hotel revenues; works jointly with the Economic Development Partnership of North Carolina/Visit North Carolina on various initiatives including marketing, public relations, and familiarization tours
- Oversees the effective use of information technology and cloud-based services that provide resources to support the Authority's marketing plan and program of work
- Oversees public relations efforts to craft and sustain a positive public image and compelling invitation for potential visitors, the public, and the news media, influencers, bloggers and online communities; and serves as primary point of contact for all news/media inquiries
- Oversees the development of unified travel information that can be used by consumers, partners and stakeholders, community organizations, municipalities, residents, and potential residents; and targeted travel-related shows
- Oversees the development of marketing strategies that target travelers through third-party sellers and travel industry trade suppliers
- Administers the Marketing Assistance, Grants and Sponsorships Program, available to nonprofit partners, allocating a portion of occupancy tax as available in the budget to development process to help stimulate growth of new and innovative tourism products, events, and services that have the potential to increase overnight visitors to Lexington

- Communicates the role and relevancy of the Authority to partners and stakeholders and policymakers using effective reporting tools that guide marketing and communications decisions
- Develops partnerships with local, regional, state, and international organizations; and builds consensus and coordinates tourism marketing efforts with existing partners as a means to unify the brand strategy and best leverage occupancy tax dollars
- Develops and maintains relationships with the Authority Board, Lexington City Council, and local, regional, state, and national elected officials to ensure that Lexington's travel and tourism industry is viewed as a positive economic development strategy for the county, regional, state, and nation
- Oversees and coordinates crisis communications between the Authority and regional, county, state, and national agencies
- Prepares and delivers an annual report on operations to the Authority Board and Lexington City Council as requested
- Serves as ex officio member of city partner agencies, such as ULI and LACC upon request
- Drafts bi-monthly agenda for review by Executive Committee; prepares and submits any reports on operations and initiatives to Authority Board
- Works with City Finance Officer to prepare and submit the annual budget for Authority Board approval; and executes and oversees on-going budget operations
- Abides by, enforces, and participates in the implementation and ongoing oversight of Lexington Tourism Authority safety standards and regulations

### **Knowledge, Skills, and Abilities**

Comprehensive knowledge of methods, approaches, and procedures involved in travel and tourism promotion; comprehensive knowledge of advertising and tourism marketing techniques, practices, and methods; thorough skill operating standard office equipment, hardware, and software; ability to direct and evaluate the work of others; ability to develop and effectively manage a budget; ability to make arithmetic computations using whole numbers, fractions, and decimals; ability to compute rates, ratios, and percentages; ability to understand and apply Authority accounting practices in the maintenance of financial records; ability to create promotional materials; ability to express ideas clearly and effectively, both orally and in writing; ability to maintain required certifications; ability to execute operations during emergency situations or inclement weather; ability to establish and maintain effective working relationships with government officials, associates, visitors, industry partners and stakeholders, as well as the general public.

### **Education and Experience**

Bachelor's degree in marketing, tourism, or related field with three to five years of experience working in destination marketing; OR equivalent combination of education and experience.

### **Physical Requirements**

This work requires the periodic exertion of up to 50 pounds of force; work frequently sitting, using hands to finger, handle, or feel and repetitive motions, and occasionally requires standing, walking, speaking, or hearing, stooping, kneeling, crouching, or crawling, reaching with hands and arms, pushing or pulling and lifting; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, operating machines, and observing general surroundings and activities; work has no exposure to environmental conditions; work is generally conducted in a quiet location with light traffic.

### **Special Requirements**

Valid North Carolina Driver's License within 60 days of employment; and industry certifications as directed by Authority Board

## Competencies

- **Business Ethics**  
Treats people with respect; keeps commitments; inspires the trust of others; works ethically and with integrity; upholds organizational values
- **Change Management**  
Develops workable implementation plans; communicates change effectively; builds commitment and overcomes resistance; prepares and supports those affected by change; monitors transition and evaluates results
- **Financial Responsibility**  
Understands financial targets and budget goals; incorporates financial analysis into strategic decisions; implements operating budget flexibility to address changing priorities; creates sound business cases to support expenditures; promotes conservation of organizational resources
- **Leading with Integrity**  
Exhibits ethical and moral behavior in everyday business conduct; earns trust of others by disclosing information and admitting mistakes; recognizes and resolves ethical questions; ensures organizational ethics are widely understood; encourages open discussion of ethical issues; creates an environment that rewards ethical behavior
- **Managing Customer Focus**  
Promotes customer focus; establishes customer service standards; provides training in customer service delivery; monitors customer satisfaction; develops new approaches to meeting customer needs
- **Managing People**  
Defines responsibilities and expectations; includes subordinates in planning; takes responsibility for subordinates' activities; makes oneself available to subordinates; provides regular performance feedback; develops subordinates' skills and encourages growth; sets goals and objectives; motivates for increased results; recognizes contributions of others
- **Negotiation Skills**  
Clarifies interests and positions of all parties; adjusts tactics to achieve desired results; manages conflict, manipulation, and strong emotions; develops alternative options for mutual gain; builds consensus through give and take
- **Quality Management**  
Fosters quality focus in others; sets clear quality requirements; measures key outcomes; solicits and applies customer feedback; improves processes, products, and services
- **Team Leadership**  
Fosters team cooperation; defines team roles and responsibilities; supports group problem solving; ensures progress toward goals; acknowledges team accomplishments
- **Visionary Leadership**  
Creates a clear, compelling vision; communicates vision and gains commitment; acts in accordance with vision; displays passion and optimism; mobilizes others to fulfill the vision

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*I have read and understand my job duties and responsibilities as outlined in this Position Description and will complete all duties assigned to the best of my abilities and as assigned.*

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*Employee Name (Print)*

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*Employee Signature*

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*Date*