



Johns Creek Convention and Visitors Bureau
Role Description: Executive Director

The Johns Creek Convention and Visitors Bureau (JCCVB) is seeking proposals for the role of Executive Director. This role would be performed as an independent contractor and will require a Certificate of Insurance that names the JCCVB as additional insured. This is a contracted position with a workload that averages 25-35 hours per week and requires occasional weekend and after-hours work.

Proposals should be sent to: visit@johnscreekcvb.com.
Proposal Submission Deadline: April 30th, 2020

The JCCVB is the official Destination Marketing Organization (DMO) of Johns Creek and exists to serve as an economic catalyst by marketing the city as a destination for business and leisure travel. This position reports directly to the JCCVB Board of Directors.

The primary responsibility of the Executive Director is to grow tourism-related revenues through the effective use of strategic planning, leadership skills, community assets, industry knowledge and relationships, and evolving marketing practices. Scope of work includes a variety of professional services involving project management, public relations, marketing and advertising, event planning and advocacy. This role description reflects the essential duties and responsibilities however, it does not restrict the tasks that may be directed by the JCCVB Board.

Essential Duties and Responsibilities:

Administrative

- Responsible for the administrative, operating, and marketing functions of the JCCVB
- Prepare for and attend all JCCVB Board of Directors meetings
- Maintain effective communications with the JCCVB Board of Directors
- Prepare quarterly and monthly Executive Summary Reports for Johns Creek City Council
- Make presentations to industry groups, city leadership, CVB board and civic organizations

Financial

- Operate within the budget and guidelines set by the Board of Directors
- Deliver invoices and coordinate service vendor payments in a timely manner

Tourism Relations

- Establish and maintain relationships with local, state and regional tourism industry associations and agencies
- Attend tourism conferences and association meetings
- Collaborate with City, local businesses, attractions and community partners to promote the City of Johns Creek as a destination for business and leisure travelers.
- Research and stay current on travel trends
- Serve as the city liaison for the GA Camera Ready program

Tourism Promotions

- Receive and manage JCCVB TPD Grant applications and BOD review; oversee approved projects.
- Identify opportunities to promote Johns Creek attractions, special events and local experiences

Tourism Product Development (TPD)

- Research and identify recommendations for annual allocation of TPD funds
- Manage and implement approved TPD projects

Marketing and Public Relations

- Work with JCCVB Marketing Committee to develop annual Strategic Marketing Plan
- Oversee design and updates to Johns Creek Visitors Guide
- Write JCCVB press releases and distribute to media and partners
- Manage JCCVB website content.
- Oversee digital marketing campaigns and social media management
- Develop relationships with media outlets and/or sales representatives to advance JCCVB advertising, marketing, and public relation efforts
- Fulfill all incoming leads and requests, including travel information, venue, wedding inquiries and media requests
- Update other partner websites including the State Camera Ready database, Georgia Tourism website “Explore Georgia”, and others as necessary
- Attend trade shows and expos to develop leads for hotel stays and venue bookings
- Research and seek new and resourceful advertising campaigns and opportunities within budgetary guidelines

Knowledge, Skills and Abilities:

- Experience in a strategic or leadership role in destination marketing, public relations, organizational management or equivalent experience.
- Experience with brand management, digital marketing, website management, analytics and reporting.
- Excellent communication and presentation skills.
- Strong interpersonal skills and ability to work collaboratively with local organizations, tourism groups and local government officials.
- Ability to work flexible hours and travel to represent the organization at industry meetings.
- Ability to work with minimal supervision, and both independently and in a team environment.

updated March 2020