

The **Executive Director of Tourism** for the newly established Pleasant Prairie Convention and Visitor's Bureau will be responsible for driving action around four strategic initiatives:

- Establish and develop this newly established Convention and Visitor's Bureau.
- Develop and implement a comprehensive performance based marketing, promotions, advertising, media and public relations program for the Village of Pleasant Prairie.
- Represent the PPCVB Tourist Commission with the WI Department of Tourism, and other local, state, and regional tourism organizations.
- Work closely with the Village to ensure elected and appointed officials, the media, Village hotels, business community and taxpayers understand the economic importance of tourism.

Duties and Responsibilities

Establish and develop this newly established Convention and Visitor's Bureau.

- Work closely with the Commission/Board in the establishment of the PPCVB.
- Establish staffing needs and hire appropriately.
- Establish personnel procedures and manage all staff accordingly.
- Create and operate within an annual budget.
- Establishing a brand for the organization while preserving the brand for the Village of Pleasant Prairie.

Develop and implement a comprehensive performance based marketing, promotions, advertising, media and public relations program for the Village of Pleasant Prairie.

Provide strategy and insight to ensure the growth and success of the newly created PPCVB and the Pleasant Prairie tourism and travel related businesses.

- Develop the mission statement and core principles for the Commission and the new Bureau.
- Develop strategies, programs, and policies to promote tourism, encourage overnight stays, and highlight the tourist attractions, sporting venues and shopping opportunities in the Village.
- Plan new research based advertising strategies for current and subsequent years to increase leisure travel market share.

Implementation of marketing campaign - Work with Village staff and Village Board to develop sound marketing, advertising, and communication plans.

- Oversee creative message development.
- Oversee marketing plan.
- Oversee the design and production of marketing materials/publications.

- Data collection and preparation of tourism analysis reports; Monitor online data to include competitor presence, perceptions, blogs and channels for relevance/trend identification

Market the Village of Pleasant Prairie as a tourism destination and stimulate a positive economic impact on the community.

- Strategies for economic development / growth.
- Promote attractions and community events to visitors.
- Presence at community events; Spokesperson for the Bureau.

Represent the Pleasant Prairie Convention and Visitor's Bureau with the WI Department of Tourism, and the WI Association of CVB's and other local, state, and regional tourism organizations

- Attend major industry travel and trade shows; Implement a comprehensive marketing and media plan for these events.
- Attend meetings, seminars, conventions, tradeshow, and workshops to enhance tourism knowledge and stay informed of changes within the tourism industry and network with other similar organizations.
- Develop relationships with regional and national and international tourism based publications and writers, tour operators and travel agents.
- Build, nurture, and/or strengthen relationships with all local tourism related attractions, lodging providers, businesses, and start agencies providing tourism assistance and coordination in order to position Pleasant Prairie as a leader and collaborator in the tourism.
- Establish and maintain regular contact and communications with the recreation, tourism and convention related businesses, including hotels/motels, restaurants and attractions in Kenosha County.

Work diligently to ensure elected and appointed officials, the media, business community and taxpayers understand the economic importance of tourism.

- Develop and conduct ongoing public awareness and education program designed to enhance appreciation of Pleasant Prairie.
- Disseminate pertinent information to keep business/property owners informed and up to date.
- Develop ongoing relationships with local Hotel/Attractions.

Education Required: Bachelor Degree

Preferred: Marketing, Public Relations, or closely related field

Required Experience

- Minimum of 5 years of Senior Level experience in tourism or hospitality sales industry; Understanding and experience with the policies and procedures, organization and function of a Tourism Department is important for success in the role.
- Excellent organizational skills; Strong supervisory skills; Strong attention to detail.
- Excellent oral and written communication skills; previous experience in public relations and public speaking.
- Demonstrated success in short and long-term planning.
- Strong background in marketing and sales including digital and social media.
- Ability to travel.
- Work in a self-directed, independent environment.
- Proactive, innovative approach to business; energetic, imaginative, and self-motivated.
- Technology Savvy.
- Capable of exercising independent judgment, discretion and initiative while utilizing tact and courtesy in frequent contact with business and industrial representatives, government officials and the general public.

Preferred

- Existing knowledge of Village of Pleasant Prairie culture, history, and tourist attractions.
- Prior experience working with Board of Directors.
- Previous experience with a Convention and Visitors Bureau.

Salary Range: \$65,000 - 75,000 DOQ