

Schenectady County Tourism and Convention Bureau Executive Director

Come join our team and become a part of a new and exciting initiative!

The Schenectady County Tourism and Convention Bureau, Inc. (TCB) is a newly created agency responsible to promote Schenectady County as a destination. Schenectady County, New York is undergoing major redevelopment, including the expansion of its arts and entertainment venues, the rebirth of its downtown, start-up of many new hotels and restaurants, and most recently the development of Mohawk Harbor including the February, 2017 opening of Rivers Casino and Resort project.

Job Description

The Board of Directors is seeking to hire a high energy, experienced tourism and convention bureau leader to be a part of the major redevelopment happening in Schenectady. The new Director will be responsible to develop and grow the vision of the Tourism and Convention Bureau; to build an agency that will quickly and successfully bring in conventions, conferences, visitors and residents to take advantage of the unique arts, entertainment, cultural, leisure and other offerings that Schenectady County and the region have to offer.

Responsibilities

Leadership

- Lead the Bureau, its partners and the community in the growth and development of Schenectady County as a tourism destination.
- Foster an environment of innovation, identify opportunities and bring new ideas to the Bureau and its partners and provide the leadership necessary to develop the ideas into successful outcomes.
- Cultivate a strong sense of shared mission and vision among the Bureau and its partners to increase tourism and convention sales.
- Coordinate the activities of the TCB with community partners to enhance the tourism industry.
- Establish a culture and system of ongoing growth and improvement.
- Serve as the voice of the organization with tourism partners, media, government leaders, convention and event planners and other internal and external stakeholders.
- Develop a strong working relationship between and among the Bureau and all of its partners.
- Work with partners and the community to not only promote tourism and events but to cultivate and develop new programs, and to create cohesive integrated tourism programs and events.
- Identify new opportunities to leverage resources in an effort to maximize the impact of marketing of our community, the bureau and all its partners.
- Identify and develop funding sources to support the mission of the Tourism and Convention Bureau.

Organization

- Provide support and leadership to the Board of Directors, giving Directors the tools and information needed for policy making.
- Attend all meetings of the Board and assure Board and committee provided with staff support.
- Work with Board leadership to structure and guide Board meetings so that they provide opportunity for quality input and policy making.
- Recruit, develop, manage and supervise TCB staff.
- Direct the day to day operations of the TCB.
- Work with the board and staff to develop and implement a vision and series of strategies that best fulfil the mission.
- Provide oversight and guidance on the program and operations of the organization.
- Assure necessary policies and procedures are developed and implemented.

- Assure the organization is in compliance with all federal, state and local rules and regulations.
- Provide fiscal oversight and establish policies and procedures necessary for sound fiscal operations.
- Propose to the Board an annual financial budget and assure for the management of the budget.
- Assure sound fiscal and internal control policies and procedures are in place and assure for the sound fiscal management of the organization.
- Report regularly to the Board on operations, financial condition, strategic plans and initiatives.
- Develop, grow and monitor a strong volunteer program.

Tourism, Marketing and Sales

- Assure that the TCB has dynamic, goal- oriented, marketing, advertising, sales and tourism promotion strategies and programs.
- Develop, manage and deliver a series of programs and strategies designed to promote Schenectady County as a destination for visitors and as a center known for running quality conventions, conferences and workshops.
- Deliver a contemporary multi-media presence as means to promote the Bureau, its partners and the tourism assets.
- Represent Bureau and partners at convention and conference tradeshows with the Director of Sales.
- Generate new contacts/companies to promote Schenectady County as a destination.
- Develop and supervise plans for the development and dissemination of information about all the tourism assets within the community.
- Cultivate relationships and meet and greet with executives in charge of associations, meeting planners and corporate leaders, etc.

Qualifications and Experience

The Executive Director will have extensive experience in upper level management of tourism and hospitality industry. The position requires a self-motivated innovator with proven leadership skills and experience.

- Five (5) years of tourism/convention bureau experience of which two (2) shall have been in a leadership and management role involving programs and funding management and staff supervision.
- Two years (2) of direct tourism/hospitality sales and marketing experience.
- Excellent organizational and oral and written communication skills.
- Skill and ability to write and initiate policy recommendations and marketing and budget plans.
- Strong and consistent ability to prioritize activities in a fast paced environment and ability to handle multiple responsibilities within a given time frame.
- Knowledge of computer software, including Microsoft Outlook, Word, Excel and CRM.
- Strong knowledge of management principles.
- Ability to travel by air, drive a vehicle and hold a valid driver's license throughout employment.

Salary and Benefits

Commensurate with experience.

Application Process

Please submit resume and cover letter by e-mail to Jeff McDonald, President of the Schenectady County Tourism and Convention Bureau, Inc. by **5 pm February 1, 2017** at:

c/o Ryan Gregoire

Ryan.Gregoire@SchenectadyCounty.com

Should you need additional information, please contact Ryan Gregoire at 518-388-4355.