



NATCHEZ CONVENTION PROMOTION COMMISSION (NCPC)

Natchez, MS

Job Announcement for Executive Director

The Natchez Convention Promotion Commission (NCPC)/Visit Natchez is seeking applications for the position of Executive Director. Interested candidates should submit cover letter, resume, and references to the NCPC via email to visitnatchezjobs@gmail.com, or via mail to Visit Natchez, Attention: Lance Harris, 640 South Canal Street, Suite C, Natchez, MS 39120.

APPLICATION DEADLINE: October 31, 2020, 5:00 p.m.

VISION: The new executive director of the Natchez Convention Promotion Commission (NCPC), dba Visit Natchez, will be presented with the rare opportunity to build upon the city's tourism heritage and the energetic legacy of its storied history to propel the tourism industry in the 21st century. This position offers the world-acclaimed cultural and natural beauty of an architectural gem on the bluff overlooking the Mississippi River, combined with a diversifying tourism product and growing international tourism market.

MISSION: The NCPC, the city's official destination marketing and sales agency, is responsible for increasing the economic impact of tourism to Natchez and Adams County by promoting the area to individual leisure/heritage travelers, groups, and convention/meeting visitors.

- Build the Visit Natchez and Miss-Lou regional image
- Maximize overnight hotel stays
- Strengthen stakeholder relationships
- Influence the growth and expansion of Natchez's travel and meeting products
- Create high-impact marketing campaigns

PRINCIPAL PURPOSE OF JOB: Under the governance of the NCPC board, an incumbent of this position is responsible for leading and directing Visit Natchez and tourism marketing efforts for Natchez and Adams County, Mississippi with fresh, innovative and bold methods that will generate significant visitation to the area and increased overnight stays and for serving as the public face of tourism for Natchez. The director is responsible for NCPC/Visit Natchez day-to-day business operations and development and implementation of marketing strategies, policies and procedures, and promoting Natchez and Adams County and its facilities as a destination for leisure travel, group tours, conventions, conferences, meetings, and special events. The director supervises and provides support to all staff members. Does related work as required.

SCOPE OF RESPONSIBILITY: The scope of responsibility is to direct the NCPC and Visit Natchez as a vital and contributing leader of the team responsible for marketing and promoting all aspects of Natchez as a premier tourism destination.

ESSENTIAL JOB FUNCTIONS:

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Duties include, but are not limited to:

- In consultation with the NCPC board, Tourism Marketing Advisory Committee (TMAC), local and state partners, develop strategies and measurable objectives to increase tourism and other visitation in Natchez. Develop a consistent and consensus-built strategic plan for 2021 and beyond. Monitors industry trends
- Plan and implement the activities of Visit Natchez/NCPC in the areas of marketing and sales, advertising, social media, promotional efforts and materials. Ensures that current programs are consistent with the mission and identifies new programs and methods to accomplish the mission of the NCPC. Drive new marketing strategies that impact sales and attendance with emphasis on electronic media and strategic public relations.
- Responsible for budgetary planning and management of expenditures of the NCPC. Present annual financial plan/budget, including marketing plan, to the NCPC board and the city of Natchez. Works closely with Treasurer and CPA firm to manage monthly financials and ensure fiscally sound operation
- Supervise permanent and temporary employees and contract workers involved in the operations of the NCPC. Manage and grow staff competency and impact. Develop consistent and precise accountability standards in accord with the human resources policy. Build and maintain a unified and inspired office culture.
- Cultivate and sustain new positive relationships with public officials at all levels, city and county employees, current stakeholders, board and community. Maintain relationships with local hotels, restaurants, and attractions to ensure the NCPC is responsive to the needs of visitor-focused businesses.
- Balance the needs, wants, and aspirations of diverse constituencies to allow the NCPC to lead tourism industry to position of respected leadership
- Represents Natchez/Adams County and Visit Natchez within the tourism industry by actively engaging in associations and attending appropriate trade shows and functions
- Works closely with officers and insurance vendors for policy renewals
- Researches and identifies market opportunities and develops short and long-term strategies with objective of attracting overnight business with staff
- Monitors the progress of the sales/marketing efforts with all staff
- Works with staff to develop advertising, including cooperative ads, and packages with tourism partners
- Works with staff and local hospitality partners to encourage and promote new events/festivals and improve current ones
- Prepares monthly reports to the NCPC board
- Is knowledgeable about Natchez, our area, state and region
- Performs other duties as required

QUALIFICATIONS:

Education and experience:

- Bachelor's degree from a four year college or university in marketing or related
- Experience in multichannel marketing for a destination marketing organization, CVB, or similar hospitality focused businesses
- Computer literate, including proficiency with Microsoft Office products, and possesses general knowledge of office equipment
- Experience in, and ability to manage personnel and to delegate responsibilities to proper departments
- Experience in, and ability to create, and manage budgets with full compliance to fundamental principles of accounting

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- Ability to relate positively with employees, clients, local and state hospitality partners as well as local, county and state officials
- Ability to work nights and weekends in excess of normal working hours
- Ability to travel on behalf of the NCPC
- Ability to make individual and group presentations
- Ability to exercise judgement, initiative, tact and diplomacy in a wide variety of public situations
- Ability to work in a fast paced environment with changing priorities and deadlines

Licensing and certifications:

Possess a valid driver's license

Knowledge, Skills, and Abilities:

- Passion for marketing a historic town and guiding its tourism diversification
- Thorough knowledge of the current methods and practices employed in tourism promotion
- High level of enthusiasm, professionalism, transparency, and integrity
- Ability to develop and administer a measurable marketing plan suited to the needs of the community.
- Excellent verbal and written communication skills; ability to communicate verbally in an effective manner and to give and follow oral and written instructions
- Familiarity with local cultural, recreational and service resources
- Demonstrated ability to work directly with public and individuals from diverse backgrounds
- Ability to work in individual and group settings
- Ability to initiate and complete projects and assignments in a timely manner
- Knowledge of hospitality and tourism industry

Physical Requirements:

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is frequently required to sit and talk and hear. The employee is occasionally required to walk; use hands to finger, handle, or feel objects, tools or controls, and reach with hands and arms.
- The employee must occasionally lift and/or move light objects, materials, etc. Specific vision abilities required by this job include close vision and the ability to adjust focus.
- Ability to give and receive information through speaking and listening skills.
- Corrective devices may be used to meet physical requirements.

Work Environment:

- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- The noise level in the work environment is usually moderate.

SELECTION GUIDELINES:

- The NCPC reserves the right to revise or change job duties as need arises.
- Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

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- The duties listed above are intended as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.
- The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

PREFERENCE WILL BE GIVEN TO APPLICANTS WITH ANY OR ALL OF THE FOLLOWING:

- Experience in destination marketing
- Experience in marketing and/or public relations and/or the hospitality industry
- Experience in personnel management
- A bachelor's degree in a related field ie. Journalism, marketing and PR

BENEFITS

- Paid vacation and sick leave, health insurance, PERS retirement contribution, paid holidays, mileage reimbursement when company vehicles are not available for travel.

SALARY

- Salary commensurate with experience

MISCELLANEOUS

- Work hours are generally 8:30-5pm, Monday through Friday. Given the nature of the tourism industry, some evening and weekend work is required, along with some travel.

CONFIDENTIALITY

- This position requires access to marketing and sales data, financial statements, and other tourism-related information, all of which is considered confidential and employment agreement will require signing confidentiality agreement

CREATIVE MATERIALS

- Any and all creative material produced and elements created by the selected candidate for the NCPC and Visit Natchez during his/her employment will become the property of the NCPC as will all materials, film, negatives, art, code, etc. as well as campaign treatments developed but not utilized. The NCPC acknowledges certain legal constraints, and as such, requires universal releases for materials unless cost considerations, such as model releases, music, photographs, etc. become prohibitive.

The Natchez Convention Promotion Commission is an equal opportunity employer to all qualified persons without regard to race, color, age, sex, religion, national origin or any other basis prohibited by law.