



DISTINCTLY
FAYETTEVILLE

DISTINCTLY FAYETTEVILLE, NC
PRESIDENT AND CHIEF EXECUTIVE OFFICER

EXECUTIVE RECRUITMENT



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DISTINCTLY FAYETTEVILLE, NC

PRESIDENT AND CHIEF EXECUTIVE OFFICER

DistiNtly Fayetteville is seeking an individual with an entrepreneurial spirit and the ability to develop and execute strategic plans to serve as its next President and Chief Executive Officer. DistiNtly Fayetteville is accredited by the Destination Marketing Accreditation Program (DMAP) of the Destination Marketing Association International. DistiNtly Fayetteville serves the communities of Fayetteville, Hope Mills, Spring Lake, Eastover, Stedman, Godwin, Falcon, Wade, and Linden. It also has a close relationship and partnerships with the Military Installation of Fort Bragg (Liberty) and the surrounding towns of Southern Pines and Pinehurst. The organization's mission is to promote tourism and attract visitors to the area for the economic benefit of these communities.



ORGANIZATIONAL STRUCTURE

DistiNtly Fayetteville is a 501 (c)6 non-profit organization. It is managed by a Board of Directors, which has the authority to adopt policies and resolutions, to oversee the finances of the Organization, to create committees, to employ a President and Chief Executive Officer and to conduct all other business and take all actions permitted by law to promote the purposes of the Organization. All actions taken by the Board of Directors are by a majority vote of those Directors present at meetings, provided a quorum is present.



THE GOALS OF THE ORGANIZATION ARE:

1. To promote all tourism entities and serve as liaison among all tourism-related organizations locally, regionally, nationally and internationally, for the purpose of attracting visitors to the organization service area.
2. To enhance the economy of the organization service area by disseminating pertinent information to the convention and tourism industry.
3. To coordinate tourism to be mindful of its impact on the quality of life of the residents who live in the multiple communities represented by the organization.

POSITION IN BRIEF:

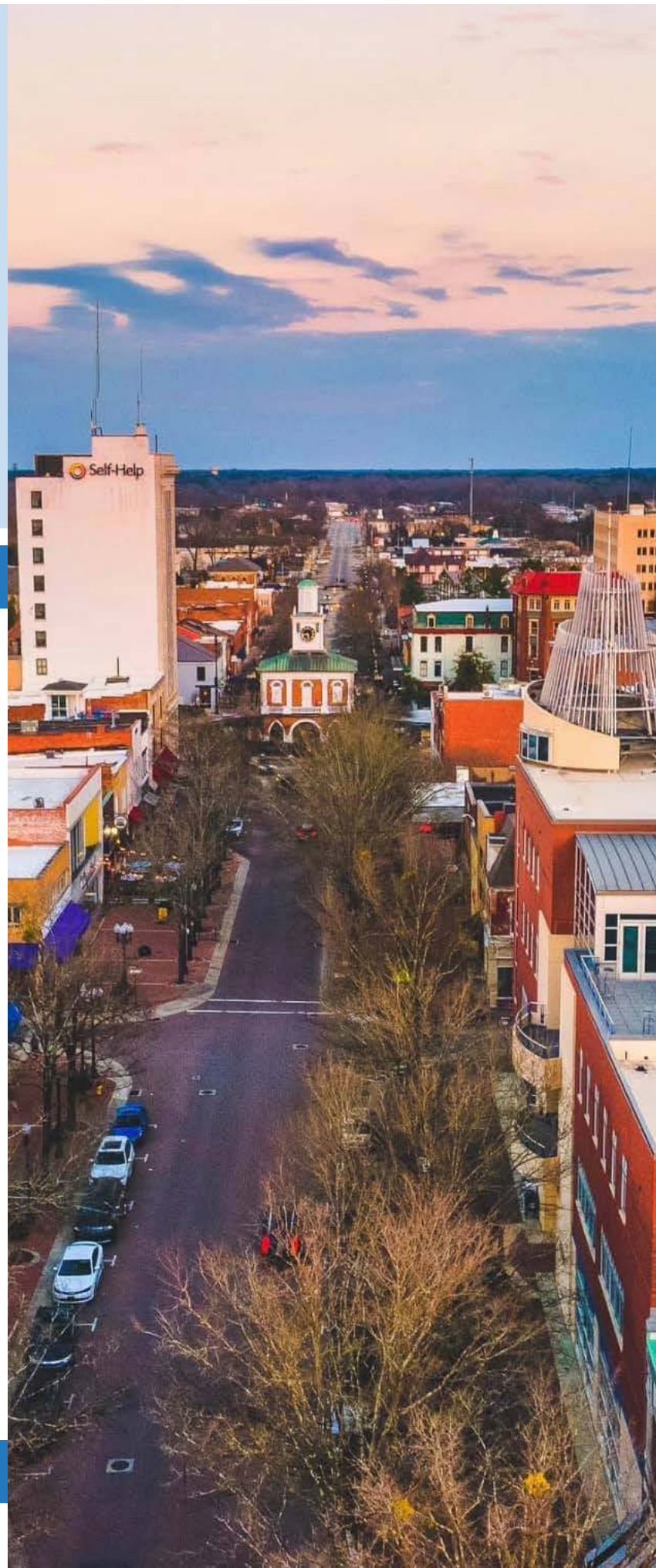
The President and Chief Executive Officer is a full-time (40 hours/week) position responsible for the growth of regional tourism for Cumberland County by the development and execution of effective marketing and engagement strategies. The President and Chief Executive Officer also provides strategic leadership and oversight of the organization in all aspects of its culture, operations, and mission.

The position reports to the Executive Committee of the organization's Board of Directors and oversees a staff of twelve full-time employees and several part-time employees as well as contracted vendors.

The President and Chief Executive Officer attends and participates in all meetings of the Board of Directors and its committees, except for Executive Sessions of the Board, and is not a voting member of the Board.

The President and Chief Executive Officer is expected to be the "face" of the tourism industry in Cumberland County and attend events, or have representation at events, which promote tourism to the area.

The President and Chief Executive Officer is expected to establish partnerships with the surrounding counties, the lodging industry, tourism partners and support their needs in the best interest of the community.



CHALLENGES AND OPPORTUNITIES

The next President and Chief Executive Officer can expect to work closely with the DistiNCTly Fayetteville Board and staff on these priorities:

- In collaboration with the Board, conduct a strategic planning process that outlines goals for the organization. Upon development of the plan, work with partners and stakeholders to implement the plan.
- Develop and maintain strong and meaningful partnerships with tourism stakeholders, elected officials, hospitality leaders, partners, and vendors.
- Ensure that diversity, equity and inclusion is woven into the fabric of the organization's work.
- Lead a media plan that includes both print and social media, ensuring that DistiNCTly Fayetteville's membership is promoted effectively throughout the region, state and nation.
- Assist in long-term strategic financial planning to assure balance in realized revenues with anticipated expenses in an inflationary environment. Consider fundraising strategies to ensure the organization's long-term sustainability.

PRIMARY POSITION RESPONSIBILITIES

The essential job functions of the President and Chief Executive Officer include, but are not limited to, the responsibilities listed below.

- Provides leadership and direction to ensure that the mission and vision of DistiNCTly Fayetteville are successfully put into practice and sustained. Establishes and sets the tone for the culture of the organization.
- Acts as a primary spokesperson for DistiNCTly Fayetteville; establishes and maintains ongoing effective communications with members, municipal and county government leaders, business and cultural institutional leaders, tour operators, convention and event planners, and the local and national tourism industry.
- With the approval of the Board of Directors, develops annual operating budget and scope of work to promote the tourism assets of DistiNCTly Fayetteville partner communities to local, state, regional, national, and international audiences.
- Delivers an Annual Plan to the Executive Committee based on priorities from DistiNCTly Fayetteville's Strategic Plan to define marketing strategy, team development, organizational health, and financial compliance.
- Manages daily operations of the organization, including implementation and administration of the policies and programs established and/or approved by the Board of Directors.
- Leads the preparation, execution, and reporting of local and state grants, including annual certification process with State of North Carolina.
- Actively seeks new revenue sources for DistiNCTly Fayetteville through grants, other marketing contracts and memberships.
- Builds and manages close and effective communication with the Cumberland County, its board of commissioners, State North Carolina, and other DistiNCTly Fayetteville partner communities to maintain and increase public funding for designated tourism programs.
- Manages, trains, supervises, and evaluates staff. Fosters a success-oriented, accountable environment within the organization. Establishes, communicates, implements, and manages appropriate standards of performance.
- Serves as member of the Executive Committee of the Board of Directors. Attends all meetings of the Board of Directors, the Executive Committee and all other committees of the Board as needed and appropriate. Regularly reports the activities of DistiNCTly Fayetteville to the Board.



ADDITIONAL RESPONSIBILITIES:



- Assist staff and board in coordinating multiple Executive Committee meetings, Board of Directors meetings, and one Annual Meeting, working with local hosting organizations when possible.
- Oversee planning and shipping of DistiNtly Fayetteville Planning and media guides, and any other printed material distribution to a wide variety of locations throughout the year.
- Coordinate distribution inventories between locations and deliver quantities of material to visitor centers, lodging facilities and businesses where needed.
- Conduct all directives by the Executive Board in a timely fashion and execute all policies of the Board of Directors.
- Actively pursue new business and organization members, assist in retention of existing members, and support the development of new membership recruitment and retention materials as needed.
- Promote and sell both print and digital advertising opportunities to potential and existing DistiNtly Fayetteville members.
- Actively grow a list of potential business and organization members for recruitment, and work with staff to maintain current contact lists.
- Represent the organization at meetings and functions that are representative of the philosophy of the organization and within the approved budget as directed by the Executive Committee and/or Board of Directors.

- Develop strong relationships with the leadership and staff of the DistiNtly Fayetteville, as well as with other Partner organizations, state tourism contacts, regional tourism organizations, and community leaders.
- Develop strong relationships with DistiNtly Fayetteville vendors including website developers, graphic designer, marketing managers, printers and distributors.
- Manage selection process of vendors as needed.
- Visit local lodging facilities to understand the needs and requirements of DistiNtly Fayetteville and the services it can provide.
- Meets with city and town representatives annually, to include Fort Bragg and surrounding counties.
- Serve as the fiscal officer of the organization, ensuring revenues and expenditures align with approved budget.
- Work with staff and the Finance Committee to prepare a proposed annual budget to be presented to the Executive Committee and the Board of Directors.
- Seek, prepare and oversee grant applications and, when awarded, ensure that work associated with grants is properly conducted.
- Acts as a primary spokesperson for DistiNtly Fayetteville; establishes and maintains ongoing effective communications with members, municipal and county government leaders, business and cultural institutional leaders, hotel operators, tour operators, convention and event planners, and the local and national tourism industry.





EDUCATION AND COMPENSATION:

The next President and Chief Executive Officer will ideally have a bachelor's degree with five to ten years of related experience and/or training; or equivalent combination of education and experience. Experience in travel, tourism, hospitality, non-profit and general administrative experience preferred. Candidates may be current President and Chief Executive Officer, president, CEO, COO, general manager of a comparable size or smaller organization in the for-profit, non-profit or government sectors or a director/manager of a comparable size or larger organization with the capabilities and desire to take on a leadership role.

The starting salary range is \$160,000 +/- DOQ; a competitive benefit package is provided. A comprehensive benefits package includes health insurance (medical and dental), life insurance, long-term disability, a simple IRA match, paid holidays, and Paid Time Off (PTO). Interested candidates should apply at once but not later than May 19, 2023, to ensure consideration. Please apply with a cover letter, resume, and contact information for five (5) professional references to the attention of Sarah McKee, Senior Vice President, GovHR USA, 630 Dundee Road, Suite 225, Northbrook, IL 60062. Tel: 847-380-3240. Apply here: www.GovHRJobs.com

Fayetteville Area Convention and Visitors Bureau, doing business as, DistiNCTly Fayetteville, is committed to compliance with the American Disabilities Act and is an Equal Opportunity Employer. Diversity and inclusion are critical to their success. They seek to recruit the most talented people from a diverse candidate pool and strongly encourage all qualified candidates to apply.



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