

## **Executive Director, Pendleton County Convention & Visitors Bureau Full-Time, Exempt, Salary Position**

### **Position Overview:**

The Pendleton County Convention & Visitors Bureau (PCCVB) is seeking an executive director to oversee the day to day operations of the PCCVB with an emphasis on marketing local assets to create sustainable growth in the local tourism sector.

**Director Reports To:** Executive Committee, and Pendleton County Convention & Visitors Bureau Board of Directors.

### **Organization Overview:**

The Pendleton County Convention & Visitors Bureau (PCCVB) proudly promotes & supports the tourism economy in beautiful Pendleton County, West Virginia. The PCCVB recognizes the value of tourism in supporting our businesses & organizations, and we strive to preserve our rich heritage & traditions. PCCVB markets Pendleton County's tourism related businesses, historic sites, lodging facilities & recreation areas through a growing advertising campaign.

With 29% of the county comprising national forest, Pendleton County has more outdoor assets than there is space to list. From Seneca Rocks to Smoke Hole Canyon, we have some of West Virginia's most recognized natural landmarks as well as world renowned rock climbing areas. We are also home to Spruce Knob, the highest point in West Virginia, as well as the lowest point in the state located in Seneca Caverns. The Chesapeake Bay also originates from our high elevation headwater streams, flowing downstream into the North Fork and the South Branch of the Potomac River. Located right on the border of Virginia, the county's heritage offers a unique peek into Appalachian heritage and history in an area heavily influenced by the civil war and more recently by extractive industries that shaped our nation's history. Our roads can be narrow and winding, our communities rural and remote, and our landscape provides for a truly unique experience. The executive director of the PCCVB will focus on the promotion of ALL of the amazing assets our county has to offer with the goal of sustainable growth and increased tourism opportunities for the county.

### **Job Duties:**

- Serve as the primary spokesperson for the organization
- Work to develop and implement a strategic plan to grow and support the tourism economy in Pendleton County.
- Build community and partner relations, group sales, and advocacy
- Develop relationships and assist in building programs to address the needs of the area's tourism industry.
- Work with local businesses to promote visitor oriented events and to highlight local services that cater to tourist needs
- Sustain and strengthen relationships with partners
- Collaborate with hotels and event venues to secure group bookings
- Participate in industry networking events, conferences, and trade shows.

- shows and sales missions
- Develop, implement, and manage an annual marketing plan and long term strategic growth plans.
- Represent the CVB on local and state committees and boards
- Represent the CVB at tourism industry events
- Develop strong relationships with key stakeholders
- Participate in continuing education activities
- Remain current on tourism trends
- Prepare monthly reports for the board of directors
- Review and create the annual CVB's budget and marketing plan
- Complete other duties and special projects
- Ensure the compliance of the CVB with all local, state and federal reporting requirements.
- Maintain the accreditation status of the organization through successful accreditation applications submitted on a triennial basis.

**Preferred Qualifications:**

- Bachelor's degree (preferred) or equivalent life experience. Relevant areas of study are a plus.
- Previous experience in hotel, hospitality and tourism, economic development, CVB sales, organizational administration or management.
- CVB experience is preferred but not required.
- Possess demonstrated knowledge of the tourism industry, its vocabulary, and its unique sales and marketing needs.
- Proficient use of Google Drive based Microsoft Office programs, such as MS Word, MS Excel, and PowerPoint.
- Proficient use or a willingness to learn and become proficient on social media platforms such as Facebook and Instagram
- Excellent communication skills, both written and oral
- Strong public speaking and presentation skills
- Exceptional customer service skills
- Ability to work and make decisions proactively, take the initiative, prioritize, plan, and meet deadlines
- Enjoy collaborating and working with a team
- Solid organizational skills and ability to multitask
- Ability to work some evenings and weekends and be able to travel as necessary

**Requirements:**

The Executive Director is responsible for managing and maintaining the day-to-day requirements of the PCCVB with primary offices, located in Franklin, WV.

This includes but is not limited to:

- Available to answer visitor questions either in person or via the phone and online touchpoints.
- Maintain regularly staffed office hours
- Ensure marketing materials are sufficiently stocked and kept current in the outdoor area and at local and regional partner locations.
- Timely response to stakeholder and visitor inquiries
- Positive attitude and unassailable work ethic
- Due to the nature of the position and the need to be in person regularly at the PCCVB office in Franklin, WV, applicants are strongly encouraged to reside in or near Pendleton County.
- Valid driver's license, and use of personal vehicle (travel will be reimbursed at the current federal rate in accordance with organizational policies)

**Compensation and Benefits Offered:**

Annual salary range commensurate with experience of 30-45K with industry growth based increases available.

**Paid Time Off, Holidays, and Health Leave:**

Paid time off will accrue at the following rate for the full-time salaried position. In addition, the twelve federal holidays will also be considered as paid time off.

**Holiday Flexibility** The Executive Director may elect to observe or work on federal holidays at their discretion. However, the total annual PTO allocation remains unchanged regardless of this choice.

Five years or less:	1.25 days per month (10 hours/month)
Years Six through Ten:	1.5 days per month (12 hours/month)
Years Eleven through Fifteen:	1.75 days per month (14 hours/month)
Years Sixteen and Over:	2.00 days per month (16 hours/month)
12 Federal Holidays	96 total hours annually
Health Leave	1 day per month (8 hours/month)

**Onboarding:** Part of the onboarding process will be an in depth tour of the county with an eye to building your familiarity with important sectors for marketing growth. During this time, local businesses will host the executive director (and a PCCVB board member) at their business. This could be a guided trip with an outfitter, a tasting at a local establishment, a tour of an industry, etc. This will be an opportunity to gain real-life awareness of tourist opportunities and will increase the executive directors ability for rapid understanding and evaluation of the local area's assets.

**Application Requirements:**

- All candidates must submit the following:
- Letter of Interest & Resume (w/ 3 professional references)
- Submit application materials to: [hiring@pendletoncountywv.com](mailto: hiring@pendletoncountywv.com)
- Applications are due by March 27th, 2025
- If you have questions, please contact the Selection Committee Chair at the email address listed above.

**Equal opportunity statement:** The Pendleton County Convention and Visitors Bureau does not discriminate based on race, religion, national origin, gender identity or expression, sexual orientation, age, or marital, veteran, or disability status.