

JOB TITLE: CVB EXECUTIVE DIRECTOR

COMPENSATION: \$30,000 - \$40,000 - Based on experience

HOURS: The ED position is an exempt, at will position

REPORTS TO: CVB Board of Directors.

PRIMARY OBJECTIVE:

- **Short Term** (5 years): Develop a viable and sustainable tourism component in Pendleton with a focus on rock climbing and outdoor recreational opportunities.
- **Long Term:** Focus on developing “Pendleton as a destination” for tourism.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Work closely with the EDA in developing an infrastructure that will support tourism.
- Develop and maintain positive relationships with state/regional tourism professionals.
- Become familiar with and comply with WV codified directives for CVB functionality.
- Work with local government (County and municipal) officials to keep them aware of the tourism industry and its impact on the community.
- Serve as liaison for local tourism interests by organizing regular events to promote open communication between the industry and local government.
- Manage and Direct Pendleton Convention and Visitors Bureau staff
- Manage the day-to-day operations of the Pendleton CVB.

QUALIFICATION REQUIREMENTS:

- Generally, the candidate should be a self-starter skilled in sales and marketing techniques.
- Excellent verbal and written communication skills
- General knowledge of computers and other office equipment
- Ability to relate positively with employees, board members, clients, local and state hospitality partners as well as local, county and state officials
- Ability to work nights and weekends.
- Ability to travel on behalf of the CVB
- Ability to make individual and group presentations

- Ability to exercise judgment, initiative, tact, and diplomacy in a wide variety of public situations.
- Ability to think analytically and critically.
- Possess strong facilitation and training skills.
- Ability to work effectively with diverse groups.
- Bachelor's degree from a four-year college or university preferred, Experience will be considered in lieu of /in addition to education requirement.

The Pendleton CVB Board of Directors reserves the right to modify any and all job descriptions based upon the needs of the CVB.

Application should be received by November 30, 2022 by 4pm by sending your resume along with references to the Pendleton County Commission to:

Pendleton County Courthouse
100 S. Main St
Franklin, WV 26807
ATT: Karen Pitsenbarger re: CVB ED