



Visit Dothan

PRESIDENT/CEO Job Description

BASIC FUNCTION:

The Visit Dothan President/CEO is responsible to the Visit Dothan Board of Directors and its Executive Committee.

In a highly visible position, the President/CEO will require tact, diplomacy, and good judgment in making decisions that will reflect upon the entire staff and organization.

The President/CEO directs and leads Visit Dothan toward its mission. This position is primarily responsible for all operational functions, shaping and developing organizational strategies for Visit Dothan, and helping identify opportunities and areas for improvement. The President/CEO is also responsible for strategic business development and key planning issues that relate to and impact the organization. This position will determine resource allocation among budget items and inform the Board of Directors about business activities, performance opportunities, and recommended courses of action.

The President/CEO shall oversee all members of the Visit Dothan staff. Although the overall goals and purposes of Visit Dothan are accomplished through individual employee efforts, a team approach is essential to its overall success.

DUTIES AND RESPONSIBILITIES:

The President/CEO shall work efficiently in these areas:

- Oversee all administrative, operating, and marketing functions of the organization
- Advises the Chairman of the Board, Board of Directors members, and other designated committees.
- Oversees the creation of financial and annual audit reports per procedures approved by the Board.
- Helps and supervises the implementation of an annual operating and marketing plan to promote the City of Dothan to local, state, regional, national, and international audiences. Directs the annual budget preparation that supports these activities and presents it to the Board of Directors for approval.
- Attends all meetings of the membership, the Board, and other designated committees in an advisory, non-voting capacity.
- Establishes and maintains ongoing effective communications with members, government leaders, business and cultural institution leaders, convention and event planners, and the local tourism industry.
- Represents Visit Dothan at selected local, state, regional, and national conventions that serve to foster the betterment of the organizations mission.
- Develops and maintains effective organizational policies and ensures all Visit Dothan activities are implemented within these established policies, guidelines, laws, and ethical standards.
- Selects, trains, supervises, and evaluates assigned personnel; coordinates staff training; oversees the implementation of discipline and termination procedures for all staff members.
- Establishes goals for individual departments and assists staff members in achieving those goals.
- Prepares and submits applications for external funding when necessary.

REQUIRED KNOWLEDGE, ABILITIES, AND SKILLS:

The President/CEO shall work efficiently in these areas:

- Knowledge of marketing, business theories, and modern business practices and procedures.
- Excellent verbal and written communication skills.
- Strong interpersonal skills and ability to provide leadership.
- Industry knowledge of the sports/tournament industry.
- Industry knowledge of the hotel/short-term rental market.
- Effective communication skills, written and verbal, including group presentations.
- Ability to manage diversity, understand inclusion, and work with diverse communities/populations to build constructive and effective relationships.
- Must be able to push or pull 60 pounds unassisted and lift and/or carry 30 pounds unassisted.
- Analyze work for accuracy of self and others.
- Proficient in Microsoft Office including Excel, Word, and Outlook.

CREDENTIALS AND EXPERIENCE

- Bachelor's degree in Business Management, Marketing, or related field.
- Several years of related experience.
- Experience in supervision with a proven ability to recruit, train, and develop staff.

SPECIAL REQUIREMENTS:

- Attend continuing education classes and special training classes as required.
- Position will require overtime, holidays, and weekends as requested by Board of Directors.
- Valid driver's license and ability to operate motor vehicles.
- Willing to travel as required to trade shows, conventions, and continuing education.

HOW TO APPLY:

Please send a cover letter, resume, and references to jobs@visitdothan.com. Deadline for applications is April 15, 2023. All applicant resumes will be kept highly confidential between a 4-member committee. To learn more about our organization please visit our website at www.visitdothan.com.