



City of Irving Job Description

Convention & Visitors Bureau Executive Director

FLSA Status:	EXEMPT	Job Department:	Irving Convention & Visitors Bureau (ICVB)
Job Code:	11011	Reports To (Job Title):	Board of Directors

PURPOSE

To provide direct and daily leadership and administration of the Convention and Visitors Bureau in its mission to generate economic growth for the City of Irving by marketing and promoting Irving as a competitive meeting, event, corporate, and leisure destination; by successful oversight and direction of the operation and administration of the Irving Convention Center at Las Colinas; and, by coalescing, developing and expanding the hospitality industry and its products.

The Executive Director reports directly to the Board of Directors, appointed by the Irving City Council, and is accountable to the Board on all aspects of the performance of duties and responsibilities, the total budgets of the organization, and the performance of both the Convention and Visitors Bureau and the Convention Center. The Executive Director is responsible for carrying out the long-range strategic plan of the Board and Council, while simultaneously supporting short-term requirements and needs of the hospitality industry in Irving.

A profit-center, this department contributes directly to its own funding by increasing hotel occupancy tax revenues through hotel room bookings and by the events and programming booked into the Irving Convention Center.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.*

- Provide direct administration of the Convention and Visitors Bureau and the Irving Convention Center through the development of goals, objectives, policies, and priorities for CVB/ICC.
- Responsible to the Board of Directors and its committees as designated; attend all meetings of the Board of Directors and other designated committees.
- Organize and oversee implementation of the CVB Strategic Plan, which includes planning and supervising programming initiatives, developing annual operating and marketing plans, developing and monitoring budgets, and identifying appropriate industry benchmark performance measures.
- Plan, formulate, and recommend for approval of the Board and City Council the annual budget and program of work that furthers the objectives of the organization.
- Plan, organize, and direct sales and marketing programs and services; evaluate results and recommend policies, procedures, and actions to achieve program goals for the CVB and the ICC.
- Develop and administer the overall budget for the CVB and ICC, which includes reallocating resources as market demands or funding levels require.
- Ensure that the expenditure of Hotel Occupancy Tax (HOT) funds is in compliance with state laws, while also respecting the organization's obligations as a custodian of public funds.

- Oversee, supervise, and ensure facility operations are meeting established objectives; provide overall direction for management company, including resource allocation; establish performance criteria and goals and ensure compliance of same; periodically review operational priorities.
- Develop, maintain, and enforce effective organizational policies, guidelines, laws, and ethical standards, and ensure all CVB and ICC activities are implemented within them.
- Manage CVB / ICC financial and human resources with consideration for the agency's vitality and preserving its ability to render effective service to its clients and to the community.
- Oversee the delivery of financial statements and annual audit reports in accordance with procedures approved by the ICVB Board of Directors and as directed by the City Council.
- Present information, analyses, and recommendations to the Board for policy-making, decision-making, or approval, as required, and undertake other appropriate projects as directed by the Board.
- Establish effective communication to ensure consistent and collaborative flow of information with the community; industry, government, and business leaders; volunteers, historic and cultural institution leaders; convention and event planners and decision-makers; the media; and the local / state / national tourism.
- Develop strategies and implement programming for targeted product development, including hotels, restaurants, entertainment, retail, festivals, film support, etc.
- Implement advocacy programs to educate and enlist the support of community leadership and members in the promotion of convention and tourism initiatives in the community.
- Advocate for local hospitality industry stakeholders, including hotels, customers, restaurants, retailers, and suppliers.
- Assure the effectiveness of the preventive maintenance program of the convention center, adjusting the program as needed in light of results of evaluations or as needs occur.
- Coordinate with other City departments to accomplish CVB/ICC goals and those of the City.
- Represent the Office of the Mayor by promoting Irving through the Irving Film Commission, serving as a resource and primary liaison for production needs in Irving.
- Represent the industry in partnership with the City's Economic Development partners, including the City, Chamber, TIF Districts, Las Colinas Association and other related entities, such as (but not limited to) DART, North Texas Commission, DFW Airport, Love Field, and airlines and transportation companies.
- Represent the industry and the Board on a wide range of issues as a variety of City, civic, and industry functions, formal and informal.
- Represent the CVB at local, state, regional, national, and international events, which includes responding to citizen and stakeholder inquiries and concerns.
- Participate in industry associations to develop strategies alliances, build customer support, and further staff development.
- Communicate with legislators on industry issues and concerns, and legislation impacts on the same.

OTHER DUTIES AND RESPONSIBILITIES

- Prepare any necessary items for the City Council agenda.
- Respond to and resolve sensitive and difficult citizen and event attendee inquiries and concerns.
- Attend City Council meetings to make presentations; respond to questions that may arise relative to the CVB, ICC, or the industry.
- Undertake special projects when directed by the City Council, or otherwise requested by City Management.

SUPERVISORY RESPONSIBILITIES

Functional and Technical Supervision - Regular responsibility for giving direction and guidance to employees as a lead worker, project manager or internal advisor. As an ongoing part of the position, the employee can expect to supervise approximately 4 employees.

Organizational Supervision - Applies to full personnel management responsibilities including selection, discipline, grievances and formal performance evaluations for a position's direct reports plus all employees reporting up through subordinates, which will include approximately 55 employees.

FINANCIAL / BUDGETARY RESPONSIBILITY

Annual operating budget of approximately \$6 million for the Convention and Visitors Bureau, plus an additional \$3.5 million for the Irving Convention Center at Las Colinas.

QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and/or ability required.*

EDUCATION

- A Bachelor's degree in Business, Marketing, Management or a related field of study is required.
- An advanced degree or experience in hospitality or tourism-related industries is preferred.

EXPERIENCE

- Fifteen (15) years of direct industry experience, including over five (5) years of supervisory experience at a senior level.
- This role has some specific prior experience needs, including: holding a CVB leadership role; significant industry-related sales and marketing experience with proven financial skill in managing sales and marketing operations; contract management, review, and oversight; developing, managing, and delivering strategic and long-range planning initiatives; and, proven skills in managing all aspects of convention center operations and capital planning.
- Further, this role requires networking and stakeholder experience, including: practicing strong leadership with internal and external customers and stakeholders; developing strategic alliance; experience with all aspects of public and community relations in a metropolitan area with diverse ethnic and corporate populations; association management experience, working for and with Boards of Directors, as well as with elected officials at all levels.
- Also, this position requires operates within specific legal restraints, requiring experience with: hotel occupancy tax laws in the State of Texas; the Texas Alcoholic Beverage Commission requirements for Convention Center facilities in the State of Texas; and, the Open Meetings requirements and Freedom of Information Act obligations.

CERTIFICATES, LICENSES, REGISTRATIONS

- Certified Destination Management Executive (CDME) is required.
- Fellow, Certified Destination Management Executive (FCDME) is *preferred*.
- Certified Association Executive (CAE) is also *preferred*.

KNOWLEDGE OF

- Destination management and marketing principles, practices, programs and processes.
- Principles, practices, issues and trends in marketing, sales, and public relations; including, program management, development, and administration.
- All facets of the travel and tourism/hospitality industry, including but not limited to: hotel, CVB and Convention Center operations; organizational, management, and operational practices as applied to programs, policies, and additional needs.
- Administration and Management: Principles and processes involved in business, organizational, and facility planning, coordination, and execution. This includes (but is not limited to) strategic planning, resource allocation, manpower modeling, leadership techniques, and production methods.
- Principles and practices of complex budget preparation for business management, personnel management and facility management.
- Principles, practices, and resources for market research and development.
- Industry standards for performance measurement.
- Customer Service Management: principles and processes for providing customer and personal services including needs assessment techniques, quality service standards, alternative delivery systems, and customer satisfaction evaluation techniques.
- Office / Industry Software: Current word processing, presentation, financial reporting, database, software programs used by the City, as well as software used for customer relationship management, content management, survey mechanisms, etc.
- Emerging industry trends and tools, and their appropriateness, value, and applicability to the CVB/ICC operations.
- The role of tourist spending, and revenues generated by the industry, in understanding the economic health of the entire community.
- State Laws: Laws of the State of Texas regarding legal use of the Hotel Occupancy Tax, as well as those state laws regarding alcoholic beverage sales.

SKILLS AND ABILITIES IN

- Role Versatility: Serving the public sector through a private sector role.
- Organizational Problem Solving: Analyzing problems, identifying alternative solutions, projecting consequences, and implementing actions in support of organizational goals.
- Flexibility: Adapting to changing reporting and communications styles as needed by annual change of Board leadership.
- Written and Oral Expression: Communicating information and ideas in writing, as well as through speech, so others will understand; also, using different mediums (e.g., e-mail).
- Interactive Presentation: Effectively presenting information to groups and responding to questions, including appropriate use of graphic media.
- Active Listening: Listening to what others are saying and asking questions as appropriate.
- Personnel Management: Selecting, supervising, evaluating, motivating, and training personnel, which includes providing indirect oversight in the selection, supervision, evaluation, motivation, and training of contractor employees.
- Cooperation: Establishing and maintaining a variety of professional relationships with those contacted in the course of work.
- Synergistic Partnerships: Merging, for the purpose of day-to-day operations, a public sector department (the CVB) and its private sector contractor (the ICC).

- **Innovative Strategic Planning:** Interpreting rapidly changing, often emergent, resources and industry trends, while demonstrating the ability to best utilize them (or discontinue them) for greatest return on investment.
- **Dynamic Service Orientation:** Actively looking for ways to help people while working with a wide and constantly changing array of customers.
- **Ethical Stewardship:** Serving the public and fellow employees with honesty and integrity in full accord with City of Irving and CVB policies.
- **Self-Management:** Working independently and without supervision.
- **Critical Thinking:** Using logic and analysis to identify the strengths and weaknesses of different approaches.
- **Deductive Reasoning:** Applying general rules to specific problems to come up with logical answers. This involves deciding if an answer makes sense or provides a logical explanation for why a series of seemingly unrelated events occur together.
- **Inductive Reasoning:** Combining separate pieces of information or specific answers to problems to form general rules or conclusions. This includes coming up with a logical explanation for why a series of seemingly unrelated events occur together.
- **Judgment & Decision-Making:** Weighing the relative costs / benefits of a potential action.
- **Consensus-Seeking Negotiation:** Positively managing diverse and opposite opinions, and bringing others together to reconcile differences.
- **Responsive Scheduling:** Working constant and long hours in accommodating convention center events and activities, filling in where and as needed when situations arise.

GUIDANCE RECEIVED

City Mission and Goals

Makes decisions with guidance provided by City mission, policies and goals. Sets related goals, service objectives and priorities for at least one Department and gains approval.

CONTACTS

Board of Directors, City Council, City Management, citizens at large, media; emergency response providers; local and non-local corporations; trade associations; hospitality industry representatives, including hoteliers, restaurateurs, transportation companies, airlines, decorating, shipping and AV providers; client and prospective event organizers, representing: corporate training, meetings, and events; trade association meetings; board meetings; reunions; volunteer organizations; sporting events; educational gatherings; religious institutions; cultural institutions; social gatherings; political gatherings; and, event attendees.

EQUIPMENT AND PROPERTY

Computers, cellphone/PDA, printers, copiers, vehicles, golf carts, cash registers, two-way radio, basic professional kitchen/service equipment, AV equipment.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

Most critical of the physical demands are the hours and frequent evening and weekend work requirements to support events at the Irving Convention Center, as well as industry and other client activity. The employee constantly is required to stand, walk, listen, reach, see, sit, and/or talk. Frequently, s/he is required to carry, climb, crawl, pull, push, smell, drive a vehicle, grasp, handle, feel, kneel, lift up to 50 pounds, run stand, stoop, and/or walk. Occasionally, as crowd levels demand, s/he may assist with direct operational tasks, including banquet assistance, ticketing, bar operations, crowd control, etc.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.*

The physical demands noted above create a distinct impact in the work environment, due to the high level of variability. Similarly, the noise level in the work environment usually is moderate, but varies greatly depending on the event type.

* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Note: A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.