The Olde English District Tourism Commission is seeking applications for the position of Executive Director. Interested candidates should submit resumes via email to kristin@oldeenglishdistrict.com, or via mail to Olde English District Tourism Commission, RE: Application, 3200 Commerce Dr, Richburg, SC 29729.

Application deadline: Friday, March 20, 2020 at 5pm.

This is a full-time position with the Olde English District (OED) Tourism Commission and reports directly to the OED Board.

Executive Director of the Olde English District Commission
The role of the Executive Director is to oversee and coordinate a comprehensive program of tourism development and promotion for the Olde English District in South Carolina.

The primary responsibility of the Executive Director is to promote the 7 counties within the region through the effective use of strategic planning, leadership skills, community assets, industry knowledge and relationships, and evolving marketing practices. This job description reflects the essential duties and responsibilities however, it does not restrict the tasks that may be assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Serves as head of the Olde English Tourism District. As such, the Executive Director executes plans and programs to promote and encourage visitation to the area while overseeing all administrative, operating and programming functions of the organization.
2. Prepares and adheres to the annual budget, secures grants and ensures compliance of the grant reimbursement policies, guidelines and eligibility.
3. Supervises Full Time and Part Time employees and provides them with the resources, information and tools to perform their jobs in a safe work environment.
4. Creates and executes the tourism promotion and integrated marketing plans, including, but not limited to, public relations, advertising, tourism brochures/visitor guides, trade shows, media orientation, social media, tourism website, mailings, familiarization tours and cooperative marketing projects.
5. Commits to maintaining and strengthening industry knowledge and relationships by attending industry conferences, trade shows, and other regional events.
6. Acts as the public speaker and public relations representative of the company in ways that strengthen its profile.
7. Establishes and maintains ongoing effective communication and positive relationships with state and local government, state and local tourism partners (including South Carolina Department of Parks, Recreation & Tourism (SCPRT) and the South Carolina Area Tourism Regions (SCATR)), business leaders, travel trade professionals, convention and event planners, and with regional and national industry leaders.
8. Monitors proposed legislation that will affect the tourism industry.
REQUIREMENTS

The ideal candidate is highly motivated, personable, and has a proven track record of making connections and reaching goals.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Excellent in communication (oral and written), and public speaking.
- Outstanding organization and leadership abilities
- Ability to read, analyze, and interpret general budget, financial reports, and government regulations.
- Ability to write grants, reports, business correspondence, presentations and department plans and procedures.
- Knowledge of tourism sales, marketing and public relations techniques.
- Self-starter with ability to work with others (including board, staff, industry partners, media, advertising reps, volunteers, visitors, government officials, media, etc)
- Knowledge of use of accommodations and hospitality tax is preferred
- General knowledge of modern office practices, procedures, equipment, modern accounting and bookkeeping methods, policies, procedures and practices

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED FOR EMPLOYMENT

1. Bachelor’s degree in advertising, marketing, hospitality and tourism, public relations or closely related field and 10 years of experience in advertising, marketing, hospitality and tourism, public relations or closely related field.
2. Knowledge of the tourism industry is mandatory, existing knowledge of South Carolina and the Olde English District is considered a plus.
3. Experience with policies and procedures, organization and functions of a Tourism Department.
4. Experience working with boards or multiple stakeholder groups, including local elected officials.
5. Experience with special event management, economic development, grant writing, and media.
6. Possession of a valid driver’s license. Must be able to operate a motor vehicle.
7. Must be able to lift or move twenty pounds and occasionally lift or move up to fifty pounds.
8. Must live within the OED, or must be willing to relocate within 90 days.
9. Ability to work flexible hours to include some evening and weekend work. Travel and attendance at meetings, conferences, festivals and events is required.
10. Ability to work with minimal supervision, and both independently and in a team environment.
11. Experience supervising a small group of employees is a necessary attribute.
SELECTION GUIDELINES
• The hiring committee at its sole discretion shall decide if the applicant meets the requirements.
• The OED reserves the right to revise or change job duties as need arises.
• Formal application, rating of education and experience; oral interview and reference check; job
related tests may be required.
• The job description does not constitute an employment agreement between the employer and
employee and is subject to change by the employer as the needs of the employer and requirements
of the job change.

PREFERENCE WILL BE GIVEN TO APPLICANTS WITH ANY OR ALL OF THE FOLLOWING:
• Experience in the hospitality industry and/or experience in marketing and/or public relations.
• Experience in the hospitality/tourism industry in South Carolina.
• Experience in destination marketing.
• Experience working with or for an advertising agency.

BENEFITS
• Paid vacation and sick leave, health insurance, South Carolina State retirement contribution, paid
holidays, mileage reimbursement when company vehicles are not available for travel.

SALARY
• Salary commensurate with experience will be within the annual salary range of $65,000 - $85,000.

MISCELLANEOUS
• Work hours are generally 9-5pm, Monday through Friday. Given the nature of the tourism
industry, some evening and weekend work is required, along with some travel.
• A relocation package can be negotiated.

CONFIDENTIALITY
• This position requires access to marketing and sales data, financial statements, and other tourism-
related information, all of which is considered confidential and employment agreement will require
signing confidentiality agreement

The Olde English District Commission is an equal opportunity employer to all qualified persons
without regard to race, color, age, sex, religion, national origin or any other basis prohibited by law.
All employment is decided on the basis of qualifications, merit, and organizational need.