



## **Job Announcement: Executive Director**

Visit Annapolis & Anne Arundel County is seeking a new **Executive Director** to lead our organization and further our vision to make Annapolis and Anne Arundel County one of the top tourism destinations on the East Coast. If you are a dynamic, strategic, and forward-thinking Destination Marketing leader, we invite you to learn more about this exciting opportunity!

### **About Visit Annapolis:**

Visit Annapolis and Anne Arundel County (VAAAC) is a nonprofit, membership-based Destination Marketing Organization (DMO) that generates revenues for the local economy by promoting Annapolis, Anne Arundel County, and the Chesapeake Bay to leisure and business travelers across the country and around the world. As the county's Destination Marketing Organization (DMO), we execute strategic marketing and sales campaigns that position our portfolio of brands to key markets encouraging first-time as well as repeat visitation to the county. Our strategy combines multi-channel advertising, inbound marketing campaigns, direct sales initiatives, and continued media relationship nurturing.

### **Position Summary:**

The Executive Director is appointed by VAAAC Board of Directors and serves as a non-voting member of the Board. The Executive Director reports to the Board.

The Executive Director will work in partnership with the VAAAC Staff and Volunteer Team to oversee all day-to-day operations of VAAAC and serve as a key policy and governance adviser to the Board. Working closely with members of Annapolis/Anne Arundel business, government, and community sectors, the Executive Director will identify and articulate goals and collaborate on solutions within the bounds of VAAAC's mission and strategic plan. The Executive Director will be a catalyst for travel, tourism, and economic development initiatives and programming that elevates Annapolis/Anne Arundel County and will ensure that the organization is run with integrity and transparency.

### ***Successful candidates for the position will need to demonstrate the following:***

- Ability to forge strategic partnerships with business & government leaders, business organizations, and community partners.
- Distinguished and appropriate credentials in tourism and travel, preferably in a DMO environment.
- Relevant experience in tourism, nonprofit management, economic development, commercial development, or quasi-public sectors.
- Experience working with Boards, Government Agencies, community leaders, and volunteer leaders.
- Superb communication skills.

- Personal commitment to a collaborative and team approach to work.
- Innovative approaches to the organization's programs and financial sustainability.
- Commitment to building tourism, travel, and hospitality campaigns to benefit Annapolis and Anne Arundel County, Maryland.

### **Responsibilities:**

The successful candidate will be responsible for the following areas:

#### **Organizational Strategy and Leadership:**

- Articulates the vision for VAAAC and creates strategies to achieve this vision.
- Manages the day-to-day operations of VAAAC.
- Directs a staff of approximately 8 employees and provides them with the tools and resources necessary to operate VAAAC successfully.

#### **Community and Public Relations:**

- Assures that VAAAC and its mission, programs, and services are consistently presenting a strong, positive image to relevant stakeholders, including leaders in government, business, the community, and the media.
- Works with media companies to produce various collateral and campaigns to present Annapolis and Anne Arundel County as a top tourism and visitor destination.

#### **Advocacy and Collaboration:**

- Provides legislative voice and testimony to key constituencies such as federal, state, regional, and local governments on issues related to tourism, travel, and economic development.
- Generates political support for Annapolis and Anne Arundel County and advocates for legislation that enhances the region.
- Collaborates with other local governmental, business, and nonprofit organizations on areas of mutual interest.
- Works with hotel properties, employers, and residents of Anne Arundel County to generate tourism support for VAAAC.

#### **Board Leadership and Support:**

- Supports the operations and administration of the Board of Directors by advising and informing board members and coordinating with board committees.

#### **Financial, Tax, and Risk Management:**

- Creates and recommends yearly budget for board approval, and manages organization's resources within those budget guidelines according to laws and regulations.
- Ensures the overall financial vitality of the organization.

### **Qualifications:**

- Bachelor's degree and commensurate experience in Hospitality, Business Administration, Public or Non-profit administration, or related field. Master's degree preferred.

- 15+ years of experience in tourism, destination management, hospitality, and/or non-profit administration. DMO experience preferred.
- Experience at local and/or state levels and with diverse tourism/economic development sectors preferred.
- Excellent leadership, relationship-building, and public speaking skills.
- Knowledge of tourism and economic development issues for Annapolis and Anne Arundel County, Maryland.
- Knowledge of state and local agencies involved in hospitality, tourism, transportation, and economic development.

**TO APPLY:**

The Search Committee, under the direction of the Chair of the Board of Directors, will begin review of applications immediately and will continue its work until an appointment of a Executive Director is made. For priority consideration, prospective candidates should submit their information by Monday, November 23, 2020. For full consideration, applicants MUST submit the following in a Word Document:

- Letter of interest: Please address how you can lead Visit Annapolis & Anne Arundel County as Executive Director in achieving its mission and strategic initiatives.
- Professional Resume.
- List of 5-7 Professional References including name, relationship to you, email, and phone number. NOTE: We will not contact any references without prior notice to you.

***This search is being managed exclusively by HR Strategy Group, LLC. To apply, please go to:***

**[APPLY HERE](#)**

***For additional information about VAAAC, please consult [Visit Annapolis](#).***

***Visit Annapolis and Anne Arundel County offers a competitive benefits and compensation package. Visit Annapolis and Anne Arundel County is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, age, ancestry, sexual orientation, gender identity, disability, or veteran status.***