



Distinctly Fayetteville, NC – President and Chief Executive Officer

Distinctly Fayetteville is seeking an individual with an entrepreneurial spirit and the ability to develop and execute strategic plans to serve as its next President and Chief Executive Officer. Distinctly Fayetteville is accredited by the Destination Marketing Accreditation Program (DMAP) of the Destination Marketing Association International. Distinctly Fayetteville serves the communities of Fayetteville, Hope Mills, Spring Lake, Eastover, Stedman, Godwin, Falcon, Wade, and Linden. It also has a close relationship and partnerships with the Military Installation of Fort Bragg (Liberty) and the surrounding towns of Southern Pines and Pinehurst. The organization's mission is to promote tourism and attract visitors to the area for the economic benefit of these communities.

Distinctly Fayetteville is a 501 (c)6 non-profit organization. It is managed by a Board of Directors, which has the authority to adopt policies and resolutions, to oversee the finances of the Organization, to create committees, to employ a President and Chief Executive Officer and to conduct all other business and take all actions permitted by law to promote the purposes of the Organization.

The goals of the Organization are:

1. To promote all tourism entities and serve as liaison among all tourism-related organizations locally, regionally, nationally, and internationally, for the purpose of attracting visitors to the organization service area.
2. To enhance the economy of the organization service area by disseminating pertinent information to the convention and tourism industry.
3. To coordinate tourism to be mindful of its impact on the quality of life of the residents who live in the multiple communities represented by the organization

The President and Chief Executive Officer is a full-time (40 hours/week) position responsible for the growth of regional tourism for Cumberland County by the development and execution of effective marketing and engagement strategies. The President and Chief Executive Officer also provides strategic leadership and oversight of the organization in all aspects of its culture, operations, and mission. The position reports to the Executive Committee of the organization's Board of Directors and oversees a staff of twelve full-time employees and several part-time employees as well as contracted vendors and volunteers.

The next President and Chief Executive Officer will ideally have a bachelor's degree with five to ten years of related experience and/or training; or equivalent combination of education and experience. Experience in travel, tourism, hospitality, non-profit and general administrative experience preferred. Candidates may be current President and Chief Executive Officer, president, CEO, COO, general manager of a comparable size or smaller organization in the for-profit, non-profit or government sectors or a director/manager of a comparable size or larger organization with the capabilities and desire to take on a leadership role.

The starting salary range is \$160,000 +/- DOQ; a competitive benefit package is provided. A comprehensive benefits package includes health insurance (medical and dental), life insurance, long-term disability, a simple IRA match, paid holidays, and Paid Time Off (PTO). Interested candidates should apply at once but not later than May

19, 2023, to ensure consideration. Please apply online at www.GovHRjobs.com with a cover letter, resume, and contact information for five (5) professional references to the attention of Sarah McKee, Senior Vice President, GovHR USA, Tel: 847-380-3240.

Fayetteville Area Convention and Visitors Bureau, doing business as, DistiNCtly Fayetteville, is committed to compliance with the American Disabilities Act and is an Equal Opportunity Employer. Diversity and inclusion are critical to their success. They seek to recruit the most talented people from a diverse candidate pool and strongly encourage all qualified candidates to apply.