

Advertising and Promotion Commission - Fayetteville Job Description

Job Title: Executive Director
Department: Advertising and Promotion Commission
Reports To: Advertising and Promotion Commission - Fayetteville
FLSA Status: Exempt
Prepared By: Kris DeLano
Prepared Date: November, 2005

Summary: Under the general direction of the Advertising and Promotion Commission is responsible for the effective administration A&P operations, the Town Center, Clinton House and the Convention and Visitors Bureau activities, including development, planning, operations, budgeting, personnel management, and developing/maintaining the A&P commissions external relationships. Position performs the following duties personally or through subordinate staff.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

Collaborates with the Commission to develop goals and determines required resources and appropriate organizational structure to achieve goals and objectives.

Leads the implementation of and promotes Commission goals and objectives with staff in all areas. Ensures timeliness and acceptability of work results for all operations; ensures the effectiveness and accountability of staff. Provides reports to the Commission on key metrics related to financial and operational performance.

Ensures financial integrity of all operations by collaborating with Commission on budget requirements. Monitors, authorizes and controls expenditures in accordance with established budget and confers with the Commission regarding fiscal management. Presents recommendations to Commission for capital expenditures and other associated monetary commitments to support goals and operational activities.

Determines service and material purchasing needs, negotiates contracts and administers contracts to ensure agreed upon terms are met.

Develops and enforces operational and personnel policies that affect staff, visitors and Commissioners.

Provides leadership to employees; directs and/or participates in the selection, orientation & training and work performance evaluation of employees; coaches and counsels staff in accordance with the personnel policies and effects termination of employees when appropriate. Oversees the payroll function.

Investigates and addresses all accident reports and/or complaints from employees or third party complaints/reports about personnel in a timely and effective manner.

Designs and implements Commission approved marketing plan and coordinates and monitors the strategy through vendor selection, content development and material distribution to provide effective, quality promotional materials. Ensures webpage provides relevant, timely information and encourages repeat visitors to the site.

Develops relationships with print, radio, and TV Media to facilitate marketing efforts. Serves as liaison with third party vendors/providers referenced or included in the materials.

Establishes and maintains viable relationships and partnerships with members of the business community, media, convention and trade show managers, and other governmental and service agencies to endorse Commission goals.

Represents the City of Fayetteville and A&P Commission at various public events and conferences as an attendee or presenter.

Serves as Secretary to the Commission and participates on the Commission as a non-voting member. Provides agenda and minutes for meetings to record activity.

Supervisory Responsibilities

Directly supervises 6 employees, including 2 employees with supervisory responsibilities. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

Leadership - Exhibits confidence in self and others. Inspires and motivates others to perform well. Effectively influences actions and opinions of others. Accepts feedback from others. Gives appropriate recognition to others.

Strategic Thinking - Develops strategies to achieve organizational goals. Understands organization's strengths & weaknesses. Analyzes opportunities. Identifies external threats and opportunities. Adapts strategy to changing conditions.

Analytical - Synthesizes complex or diverse information. Collects and researches data. Uses intuition and experience to complement data.

Problem Solving – Analyzing public policy issues and recommending an effective organizational response. Gathers and analyzes information skillfully. Develops alternative solutions. Works well in group problem solving situations.

Interpersonal Skills - Focuses on solving conflict, not blaming. Maintains confidentiality. Listens to others without interrupting. Keeps emotions under control. Remains open to others' ideas and tries new things. Ability to develop and maintain effective relationships.

Oral Communication - Speaks clearly and persuasively in positive or negative situations. Listens and gets clarification. Responds well to questions. Demonstrates group presentation skills. Participates in meetings.

Written Communication - Writes clearly and informatively. Varies writing style to meet needs. Presents numerical data effectively. Able to read and interpret written information.

Teamwork - Balances team and individual responsibilities. Exhibits objectivity and openness to others' views. Gives and welcomes feedback. Contributes to building a positive team spirit. Puts success of team above own interests. Able to build morale and group commitments to goals and objectives. Supports everyone's efforts to succeed.

Managing People - Includes staff in planning, decision-making, facilitating and process improvement. Takes responsibility for subordinates' activities. Makes self available to staff. Provides regular performance feedback. Develops subordinates' skills and encourages growth. Solicits and applies customer feedback (internal and external). Fosters quality focus in others. Improves processes, products and services. Continually works to improve supervisory skills.

Planning/Organizing - Prioritizes and plans work activities. Uses time efficiently. Plans for additional resources. Sets goals and objectives. Organizes or schedules other people and their tasks. Develops realistic action plans.

Business Acumen - Understands business implications of decisions. Displays orientation to profitability. Demonstrates knowledge of market and competition. Aligns work with strategic goals.

Cost Consciousness - Works within approved budget. Develops and implements cost saving measures. Contributes to profits and revenue. Conserves organizational resources.

Organizational Support - Follows policies and procedures. Completes administrative tasks correctly and on time. Supports organization's goals and values. Benefits organization through outside activities. Supports affirmative action and respects diversity.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

Education and/or Experience

Bachelor's degree (BA) from four-year college or university and five to seven years of relevant experience, particularly in the area of convention development and with a minimum of 2 years previous experience as an executive director or equivalent combination of education and experience.

Language Skills

Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or style. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or boards of directors. Ability to read, analyze, and interpret the most complex documents.

Mathematical Skills

Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

Reasoning Ability

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

Computer Skills

To perform this job successfully, an individual should have basic computer skills including word processing, spreadsheets, and presentation software.

Certificates, Licenses, Registrations

Participation in the Public Relations Society of America or industry related seminars sponsored by the Destination Marketing Association International.

Other Skills and Abilities

Ability to develop and implement administrative plans, policies and procedures
Ability to develop evaluation standards and assess achievement to standards
Ability to prepare detailed narrative and statistical reports and recommendations
Ability to communicate effectively both orally, with individuals and groups and in writing
Negotiation techniques with various third party service providers
Ability to travel occasionally by air or car
Available to attend after business hours functions as a representative of the A&P Commission

Other Qualifications

Knowledge of management principles and practices
Knowledge of budget processes and financial principles and practices
Knowledge of marketing principles and practices
Experience in supervision with proven ability to recruit, train and develop staff
Extensive experience presenting to and answering for the Commissioners to the media.
Reside within the Fayetteville city limits.

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

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is occasionally required to stand, walk, sit, use hands to finger, handle, or feel, reach with hands or arms. May be required to occasionally travel by air or car. The employee must occasionally lift up to 50 pounds. Specific sight requirements of this position include close, distance and color vision as well as the ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

While performing the essential functions of this job, the employee is occasionally exposed to outdoor weather conditions. The noise level in the work environment is usually moderate.