

PRESIDENT AND CEO

Minneapolis Northwest Tourism | Minneapolis, MN





Minneapolis Northwest

When you visit Minneapolis Northwest, you'll experience the fun and flavor of two distinct cities – [Brooklyn Center](#) and [Brooklyn Park](#). Each offers its own blend of family-friendly [attractions](#), [beautiful parks](#), [outdoor activities](#), and top-quality [hotels](#), [restaurants](#), and [shopping](#). We are a diverse and inclusive community, proud to introduce you to restaurants, businesses and events reflecting cultures near and far. Together, our cities create a vibrant and versatile destination that provides enjoyment for everyone, whether you're traveling for business or pleasure.

[Brooklyn Center](#)

- Topgolf
- North Mississippi Regional Park
- Mississippi River Paddle Share
- Twin Cities World Refugee Day
- The Heritage Center
- 50's Grill
- Rose Garden Asian Bistro
- Centerbrook Golf Course

[Brooklyn Park](#)

- Mississippi Gateway Regional Park
- Edinburgh USA Golf Course
- Blue Wolf Brewing Company
- Historic Eidem Farm
- Bowlero Brooklyn Park
- Ice Arena
- Farmers Market
- Restaurant Week

[Arts & Entertainment](#) [Attractions](#) [Events](#) [Gyms, Yoga & Wellness](#) [Hotels](#) [Lakes](#) [Nightlife](#)
[Outdoor Activities](#) [Parks](#) [Professional Sports](#) [Restaurants](#) [Shopping](#) [Things To Do With Kids](#) [Tours](#)

[About Us](#)

Minneapolis Northwest Tourism is a nonprofit organization dedicated to promoting our vibrant cities of Brooklyn Center and Brooklyn Park – also known as Minneapolis Northwest. Our area provides a blend of big-city adventure, multicultural flavor and rustic tranquility with our family attractions, outdoor recreation, unique venues, distinctive shopping and diverse dining options. Situated just minutes from downtown Minneapolis, our affordable and accessible location is also the ideal launchpad from which to experience the Twin Cities and surrounding areas.

We strive to be an invaluable resource for individuals and groups visiting our cities by offering complimentary services and area expertise. Contact us today to start planning your trip or event, and we'll inspire you to create meaningful experiences in Minneapolis Northwest.



POSITION SUMMARY

The President & CEO plans, directs and leads the organization toward its mission of promoting Brooklyn Park and Brooklyn Center to generate tourism, convention and leisure business. Works directly with the Board of Directors on organizational policy-making and strategy. Builds and maintains strong relationships within the community and industry. Responsible for the overall management of the organization. Acts as primary spokesperson for the organization.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Board Relations: Partners with the Board to ensure that organizational mission and strategies are achieved.
 - Keep the Chair of the Board and Board of Directors apprised of all aspects of the organization's activities.
 - Work with the Board to establish financial / investment goals and strategies and provide timely and meaningful financial and progress reports.
 - Provide information, analysis, and recommendations to the Board for decision-making or approval as appropriate.
 - In conjunction with the Chair, schedule and prepare agenda for all MNW Corporate meetings (Annual Meeting, Executive Committee, Board of Directors) and serve in an advisory, non-voting capacity.
 - Ensure Board members are provided the financial and other information necessary for successful meetings in a timely manner for effective decision-making.
 - Work with the Board to identify and select qualified Board members.
 - Follow up with appropriate Board members to ensure that all resolutions and action items are accomplished.
- Leadership, Strategic
 - Develop and implement strategies to meet MNW mission and vision, based on MNW's overall strategic plan.
 - Establish goals and objectives for the organization and guide staff in meeting or exceeding expected outcomes.
 - Actively lead the organization, ensuring a strategic focus on diversity, equity, and inclusion.
- Administration
 - Direct all administrative, operating, financial, and governmental functions of the organization.
 - Develop and implement policies and practices to ensure strategic objectives are met.
 - Ensure staff implements organizational policies and activities in accordance with MNW guidelines as well as legal and ethical standards.
- Human Resources
 - Successfully lead, engage, and motivate employees.
 - Direct and oversee the successful hiring of qualified candidates across the organization.
 - Develop an organization chart and align staff duties and responsibilities to effectively fulfill MNW's mission.
 - Responsible for all Human Resources operations, including: compliance, benefits, compensation, payroll, policies and procedures, employee handbook, performance management, job descriptions, employee relations, disciplinary action, handling workplace complaints and resolving problems.
- Budget and Financial: Ensure the fiscal accountability of the organization.
 - Create the annual budget which includes the operating, business development and marketing plans, for presentation to the Board of Directors for approval.
 - Oversee and manage all in-house and outsourced accounting functions including those necessary for auditing, budgeting, financial analysis, and payroll.
 - Direct, oversee, and monitor the creation of financial reports and annual audit reports in accordance with procedures approved by the Board of Directors.
 - Develop and maintain banking relationships and keep records and signatories up-to-date.
 - Prepare and submit applications for grants from external funding sources.

- Budget and Financial: Ensure the fiscal accountability of the organization.
 - Oversee the day-to-day accounting activities, to include: signing checks, evaluating and authorizing expenditures, payroll review, etc.
 - Address and resolve financial issues and questions on an ongoing basis.
 - Select and manage professional HR, technical, accounting, and other support service contracts and relations.
- Marketing and Business Development
 - In partnership with the Board, the Director of Business Development and Marketing Consultant, develop and implement the annual operating plans for marketing and business development.
 - Develop, measure and hold team accountable to ensure departmental metrics are achieved.
 - Act as spokesperson for MNW and serve as primary representative of the organization.
 - Develop strong relationships and partner with the media to ensure on-going visibility of MNW and the community
 - Represent MNW at select local, state, regional and national conventions to support the organization's mission.
- Community Partnerships: Build and maintain positive collaborative relationships within the MNW community and tourism industry.
 - Demonstrate professional competence to represent MNW and the tourism industry well.
 - Develop partnership opportunities with community organizations, local businesses and regional attractions to encourage the development of and participation in stakeholder promotional initiatives.
 - Maintain positive relationships with the local hospitality industry and MNW stakeholders, community resource organizations, Minnesota offices of tourism, local and state economic development and other relevant government agencies and legislatures.
 - Establish and maintain positive on-going effective communication, cooperation with members of the MNW community, government leaders, business and cultural institution leaders, convention and event planners, and local, regional, state and national tourism industry.
 - Facilitate, sponsor and promote special events to attract visitors and create a positive impact on MNW's economy.
- Manage miscellaneous projects and completes various tasks as needed by the organization.
- Attend meetings, seminars, conventions, and workshops to further knowledge, exchange information, and stay informed of the changes, current issues, and legislation impacting the tourism industry.

QUALIFICATIONS

- Bachelor's degree from an accredited college, preferably in the areas of marketing, sales, or business or equivalent.
- Eight or more years of experience at a director level or higher preferably in the tourism, CVB, hospitality, association or related industry.
- Financial and budgeting experience.
- Five or more years of supervisory experience is required.
- Must be proficient in MS Office software.
- Extensive knowledge of tourism and hospitality practices
- Strong collaborative leadership and management skills; able to function well as part of the organization's leadership team, communicating and interacting proactively and professionally to ensure the organization's operational and strategic needs are being met.
- Able to create and implement strategic plans, set productivity and profitability objectives.
- Able to develop and manage budget and financial processes.
- Able to supervise employees, set objectives and work goals and standards, give direction, delegate to, and motivate employees.
- Able to establish, document and communicate clear performance expectations and standards.

QUALIFICATIONS

- Excellent interpersonal, collaboration, and relationship-building skills to effectively work with and lead a diverse group/variety of people and personalities, including developing relationships with stakeholders, vendors, community members, Board members, and staff.
- Excellent written and oral communication skills; able to develop and give oral presentations to large and small groups of individuals inside and outside the organization.
- Knowledge of marketing (including digital marketing and metrics), business theories, practices and procedures.
- Effective networking skills; able to represent MNW to the community at local, regional and sponsored events.
- Strong collaboration skills; able to work as an effective and proactive team player with individuals in and out of the organization.
- Able to plan, prioritize, coordinate, and manage own work in a fast-paced environment. Able to work unsupervised, make high level decisions independently and solve problems effectively and creatively.
- Detail oriented and well organized; strong project management skills; able to juggle multiple priorities and meet various goals and deadlines.
- Able to maintain strict confidentiality of sensitive information about the organization, the community, employees, partners, and stakeholders.

KEY CHARACTERISTICS

- Visionary
- Outgoing
- Politically astute
- Collaborative
- Open minded
- Organized
- Inclusive
- Visible
- Partner
- Strong communicator

TOP PRIORITIES

- Evaluate and conduct a full review of the internal organization. Work to create a vision for the destination by leading the organization in developing and executing a strategic plan.
- Immerse in the local culture and community, actively engage with the Minneapolis Northwest community. Attend local events, meet with business owners, elected officials and connect with the staff, board, and key stakeholders.



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If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Kellie Henderson.

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.