

# EXECUTIVE DIRECTOR

Visit Duluth | Duluth, MN







# Duluth

Located on Lake Superior

When you come to Duluth, you understand what makes it special. From the world-famous lift bridge to charming neighborhoods filled with local breweries and restaurants, Duluth is a true original along the pristine shores of Lake Superior. Part rugged, part refined, and 100% one-of-a-kind. You'll get it when you get here.

From fun family attractions and lakeside events to watching the giant ships pass through the canal, there's always something happening in Duluth. Hop on a train, jump in the lake, grab a pint, or just take in the view.

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## About Visit Duluth

Visit Duluth, the city's convention and visitor's bureau, which is Duluth's only officially recognized destination marketing organization. Chartered in 1935 as a non-profit corporation, we represent over 400 businesses that makeup Duluth's tourism, sports, and B2B event industry. We are dedicated to promoting the area as one of America's great vacation and meeting destinations while providing comprehensive, unbiased information to all travelers.

Visit Duluth exists to attract the maximum number of visitor dollars into Duluth's economy. Visit Duluth establishes new initiatives to increase tourism, visitors, and conventions and further enhance the awareness of the industry.

Visit Duluth recognizes the value and dignity of all people. We strive to cultivate an environment that supports diversity, equity, and inclusion. We are committed to creating a destination where all are welcome.





# POSITION SUMMARY

The Executive Director is responsible for the growth of leisure tourism, meetings and conventions, business segments by development and executing effective marketing, sales and engagement strategies as well as providing strategic leadership and oversight of the organization in all aspects of its culture, operations and mission.

Supervision of others: President of Sales & Operations, Vice President of Sales, Sales Manager, Sales Coordinator.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Provides leadership, direction, and guidance to all team members to ensure that the mission and vision of Visit Duluth are successfully put into practice and sustained. Establishes and sets the tone for the culture of the organization.
- Attracts, recruits, trains and mentors and retains qualified members of the senior management team in an environment that provides professional development, individual and team achievement.
- Fosters a success-oriented, accountable environment within the organization by establishing, communicating, implementing and managing appropriate standards of performance.
- Ensures that an annual employee engagement survey is undertaken by which the Executive Committee can measure performance and cultural health.
- Collaborates with the Management Team to develop and implement plans for the operational infrastructure of systems, effective organizational processes/policies, and appropriate human resources to support the strategic as well as operational objectives of the organization.
- Attends all meetings of the Board of Directors, the Executive Committee and all other committees of the Board as needed and appropriate. Regularly reports the activities of Visit Duluth to the Board.
- Ensures all Visit Duluth activities are implemented within established policies, guidelines, state and Federal laws as well as the highest ethical standards.
- Develops and supervises the implementation of an annual operating and marketing plan to promote Duluth to local, state, regional, national, and international audiences. Regularly analyzes performance and results of all functional areas within the organization relative to the established goals and objectives; ensures appropriate steps are taken to correct any unsatisfactory conditions and report to the Board in a timely manner.
- Directs the preparation of the annual budget that supports Visit Duluth's activities and provides appropriate and competitive compensation and benefits for team members.
- Delivers an Annual Plan to the Executive Committee in September for the subsequent eighteen months that defines the marketing strategy, team development, organizational health, and financial compliance.
- Reviews all financial reporting monthly to ensure adequacy and soundness of the organization's financial structure. Ensures that the Board receives comprehensive financial reporting for each board of directors' meetings or more frequently if requested. Holds monthly financial reviews with Department Heads to ensure each department receives timely and effective communications regarding their financial performance.
- Acts as a primary spokesperson for Visit Duluth; establishes and maintains ongoing effective communications with stakeholders, government leaders, business and cultural, institutional leaders, convention and event planners, and the local and national tourism industry. Serves on committees and boards as requested or required that are deemed strategically important.
- With the Board of Directors' approval, represents Visit Duluth at selected local, state, regional, national and international conventions as well as other business meetings that serve to foster the success of Visit Duluth's mission.
- With the Board of Directors' approval, serves on various industry and community committees and boards as strategically defined.
- Maintains good standing membership in all industry-related organizations. Participates in the association as appropriate.
- Provides the Chairman with an annual list of goals and individual key performance indicators to assist the executive committee's evaluation of the Executive Director.
- Maintains close and effective communication with the Mayor, Convention Center, and other elected officials.
- Performs other duties and accountabilities as assigned by the Board of Directors.



## QUALIFICATIONS

- Bachelor of Arts or Bachelor of Science degree from an accredited four-year college or university, combined with an MBA or other graduate degree, is strongly preferred.
- Recognized leadership to successfully represent Visit Duluth with all constituent groups.
- Extensive senior-level / executive-level experience.
- A team leader and player who works well in a collegial environment.
- Always demonstrates the highest level of integrity and ethics.
- The ability to create and lead a strong organizational culture.
- Demonstrated experience in successfully leading the development and execution of effective strategic business plans, marketing programs, government public policy initiatives, research studies and activities, communications and public relations campaigns, and financial programs.
- Excellent strategic skills and overall business judgment, including the ability to visualize opportunities and continuously improve the existing business.
- Strong management and interpersonal skills coupled with the ability to lead creative teams and interact with a broad range of business, government, and community associates. Experience in building coalitions and reaching consensus.
- Possesses strong interpersonal skills and sensitivity and can gain and maintain the respect of industry colleagues, clients, and government contacts.
- The ability to communicate effectively and confidently in multiple environments, including public speaking.
- Consistently pursues the achievement of goals and objectives with determination, steadfastness of purpose, enthusiasm, and exemplary conduct.

## KEY CHARACTERISTICS

- |                        |                        |                      |
|------------------------|------------------------|----------------------|
| • Driven               | • Humble yet Confident | • Strategic          |
| • Consensus builder    | • Communicative        | • Collaborative      |
| • Bold & brave         | • Relationship builder | • Visible & Engaging |
| • Fiscally responsible | • Innovative & Open    | • Accountable        |
| • Passionate           | • Politically savvy    |                      |

## TOP PRIORITIES

- Build relationships, develop trust, open communication lines, and establish credibility with stakeholders, board members, partners, local organizations, and city/county/state officials.
- Evaluate every aspect of the organization, from organizational structure to budget to policies/procedures to KPIs to current strategies & plans. Make necessary changes in order to build a strong, successful organization.
- Begin the process to create a Destination Master Plan working alongside the Board of Directors, City of Duluth and key stakeholders.
- Guide and work closely with Madden Media to build and execute marketing strategies, plans and initiatives.



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

**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.**