

# EXECUTIVE DIRECTOR

Petoskey Area Visitors Bureau | Petoskey, MI





# Petoskey Area - Michigan

## It's Kinda Unreal

A gem nestled on the shores of Lake Michigan. Here, breathtaking sunsets paint the sky, and the charm of harbor towns blends seamlessly with nature's beauty. Whether you're seeking outdoor adventures, cultural experiences, or simply a peaceful retreat, the Petoskey Area offers an unforgettable escape.

Whether you're looking in [Petoskey](#), [Harbor Springs](#), [Alanson](#), [Bay View](#), [Bay Harbor](#), [Boyne City](#), or [Boyne Falls](#), there is much to do and see.

The Petoskey Area is made up of so many things to do in all four seasons, whether you are into outdoor adventure, shopping, family fun, arts & culture, attending area events, and more. The area has something for everyone. Winter, spring, summer, and fall offer activities unique to each season as well as activities that you can do in every season.

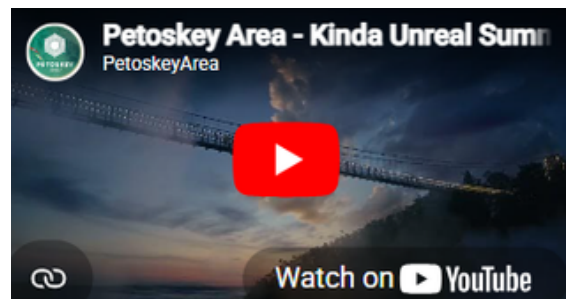
[Arts, History & Culture](#) [Attractions](#) [Day Trips](#) [Events](#) [Family Fun](#) [Food & Drink](#) [Outdoors](#) [Shopping](#)

### About the Petoskey Area Visitors Bureau

The Petoskey Area Visitors Bureau is the primary destination marketing organization for Petoskey, Harbor Springs, Boyne City & Boyne Falls, Bay Harbor, Alanson, and Bay View. The bureau is a non-profit organization funded by monthly room assessment contributions from professional lodging member businesses including hotels, motels, historic inns, resorts, and rental management companies.

The primary mission of the Petoskey Area Visitors Bureau is to build awareness, opinion, and consideration of the Petoskey Area as a premier, year-round, overnight destination. While striving to provide leisure and business travelers with honest, credible, and complete information about the region and our members.

In April 2026, the Petoskey Area Visitors Bureau launched a new Destination Brand Identity (The Charm) and Destination Brand Campaign (It's Kinda Unreal). This was the culmination of an extensive brand development process that included guest and stakeholder research, brand persona development, target audience refinement, and establishing a new brand positioning statement for the destination. For more information on the new Destination Brand Identity and Destination Brand Campaign, please visit the following [link](#).



# POSITION SUMMARY

The Executive Director of the Petoskey Area Visitors Bureau (PAVB) is responsible for developing and implementing the organization's strategic plan, including the mission, vision, values, and goals. In addition to this, they are also responsible for managing the day-to-day business operations of the bureau, including board governance, staff supervision, financial management, government relations, and serving as the primary spokesperson and advocate for the region's visitor economy.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- **Business Operations**

- Oversee and manage the day-to-day affairs and business operations of a private non-profit organization (501(c)(6) with a staff of 4-5 full-time employees. Due to the size of the organization, this requires a hands-on approach to managing accounting, finance, personnel, human resources, business operations, office operations, marketing technology, and overall governance of a non-profit organization.

- **Strategic Vision**

- Build consensus with the board, members, stakeholders, and the community regarding the strategic role and responsibilities of the organization. This includes the development, refinement, and socialization of the organization's strategic plan, including a well-defined mission, vision, values, and goals. Utilizing this plan, provide tactical guidance and direction to staff and marketing / communication partners.

- **Board Governance**

- Establish a well-balanced working relationship with the PAVB's board of directors and members. Help foster a positive and collaborative working environment for the board where members remain focused on the strategic plan, mission, vision, values, and goals of the organization. Provide the board and members with operational transparency and build consensus among all members. Maintain the integrity of the organization's bylaws along with a strong working knowledge of the Public Act (PA59) that is the foundation of the bureau.

- **Marketing / Communications / Sales Strategy Development**

- Utilizing the organizational strategic plan, work with the staff and related committees on the development and implementation of an integrated plan with well-defined objectives, strategies, tactics, and measurements. These individual plans create a clear roadmap for the organization and the implementation of various programs as approved by the board and members. Oversee the measurement and impact of these efforts in relation to driving awareness, opinion, and consideration of the region as a year-round, overnight destination for leisure and business travel.

- **Financial Management**

- Ensure the economic viability of the organization and provide transparency in the day-to-day operational finances. This includes creating and managing various financial controls and policies with oversight by the board treasurer, finance committee, and third-party CPA for the required annual audit. This also includes the development and management of the organization's annual fiscal budget (staff/operations/programs).

- **Staff Management**

- Recruit, retain, and manage a highly functioning team of passionate professionals to implement the overall strategic vision of the organization and its members. Provide effective leadership and empower those individuals to achieve the overall goals of the organization. Develop opportunities for enrichment and education so that they can continue to grow in their positions, while providing feedback with annual performance reviews and regular check-ins on performance goals.

## ESSENTIAL DUTIES AND RESPONSIBILITIES (CONT.)

- **Current PAVB Staff/Direct Reports:**

- Director of Marketing & Communications
- Social Media & Content Manager
- Director of Group Sales
- Office Administration (Part-Time)

- **Spokesperson / Advocate**

- Serve as the primary point of contact and spokesperson for the bureau with members, stakeholders, community, media, and local/state political representatives. Also, be an effective advocate for the region's visitor economy and be able to provide data/metrics on the impacts of overnight visitation to the region. Work closely with MEDC-Travel Michigan and the Michigan Association Convention & Visitor Bureaus (MACVB) to advocate for the funding and growth of Michigan's visitor economy.

- **Metrics & Data**

- Be the primary point of contact for information on the size, scope, and impact of the region's visitor economy. Oversee the measurement strategy, including marketing/communications metrics, visitor data/demographics, and the third-party partnerships with suppliers (Smith Travel Research-CoStar / Arrivalist / SMARI / AirDNA). Continue to evaluate and test new measurement tools that help inform and measure the impacts of the PAVB's strategy.

## QUALIFICATIONS

- **Education**

- 4 Year Degree (Hospitality Management / Marketing & Communication / Business Management).

- **Work Experience**

- 10+ years of highly relevant work experience within the tourism/hospitality field, including Convention & Visitors Bureau (CVB), Destination Marketing/Management Organization (DMO), Resort & Lodging Property Management, and/or Marketing & Communications Agency.

- **Certification**

- While not required, candidates who have completed or are in the process of completing a Certified Destination Management Executive (CDME) program will be given additional consideration.

- **Board Governance**

- Familiar with and experience working with a Non-Profit Board of Directors, Executive Committee, Sub-Committees, and Membership-based organization.

- **Financial Management**

- Hands-on experience overseeing and managing an organizational budget between \$3,000,000 to \$4,000,000.

## KEY CHARACTERISTICS

- Trustworthy & Honest
- Outgoing & Engaging
- Passionate & Driven
- Consensus Builder
- Creative & Curious
- Empowering & Supportive
- Caring & Inclusive
- Relationship & Network Builder
- Effective Communicator
- Strong & Fair Leader
- Politically Savvy & Aware

## TOP PRIORITIES

- **Leadership Transition**
  - Provide the board, members, staff, and stakeholders with a seamless leadership transition for the organization with a focus on establishing a well-defined road map for the next 3-5 years.
- **Strategic Plan**
  - Work with the board to reaffirm and refine the PAVB's Strategic Plan, Mission, Vision, Values, and Goals for the next 5 years. This could include working with an outside resource to help facilitate this process.
- **Organizational Structure**
  - Evaluate the current organizational structure and identify opportunities to improve operations and workflow. Develop a plan that outlines the potential growth of the organization (manpower) and streamlining of processes, policy, and operations.
- **Brand Launch**
  - Continue the momentum of the launch of the new Brand Identity and Brand Campaign for the next 2-3 years. Identify additional activation, promotions, and extension into paid, earned, owned, and shared media.
- **Marketing Partnerships**
  - Evaluate the current marketing agency partnership(s) and consider executing an "Agency Review" to ensure that the organization has the best resource in place.
- **Community & Stakeholder Engagement**
  - Continue to dedicate time and energy to better socializing the role of the PAVB with the communities we represent (Petoskey / Harbor Springs / Bay Harbor / Bay View / Boyne City / Boyne Falls / Alanson). This includes establishing a working relationship with county, city, and township government officials as well as visitor economy stakeholders.



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

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