POSITION OVERVIEW
GATLINBURG CONVENTION & VISITORS BUREAU
CHIEF EXECUTIVE OFFICER
(GATLINBURG, TN)

ABOUT THE DESTINATION
Welcome to one of the most visited vacation spots in America.

Gatlinburg is nestled at the entrance to Great Smoky Mountains National Park, the most visited national park in America. There are three entrances into the Smokies right from downtown. Gatlinburg attracts more than eleven million visitors a year and can grow to a population of 40,000-plus on any given night. This little town of 3,944 residents is dedicated to welcoming all of its guests with a taste of Appalachian hospitality at its best. Folks come from all over the world for vacations, outdoor adventures, family fun and memory making. Gatlinburg is one of America’s great mountain resort destinations, with accommodations of every kind, dozens of local-to-national restaurants, and attractions galore – all nestled in the foothills and surrounded on three sides by the natural beauty of the Great Smoky Mountains. Gatlinburg prides itself on its walkability amidst mountain heritage and the arts, crafts and shops that reflect that tradition.

Walking Downtown and the River Walk
Everyone enjoys walking the Downtown Parkway, which runs from one end of town to the other. It’s filled with a rich variety of things to see and activities to experience, places to eat, super shopping and attractions that boggle the mind. For a quieter stroll, take the River Walk and enjoy the cheerful song of the Little Pigeon River, with gazebos and benches along the way. Apart from the Downtown Parkway and connecting side streets, the East Parkway at Traffic Light #3 is dotted with shops and restaurants for about three miles.
Arts and Crafts for miles

Anchored at the corner of East Parkway and Glades Road at Traffic Light #3A, you'll find the beginning of the Great Smoky Arts & Crafts Community. Home to over 100 shops featuring craftspeople and artists along an 8-mile loop, it's the largest gathering of independent artisans in North America. You'll discover one-of-a-kind crafts, treasures, and artwork, and you can watch the artisans at work. Stop along the way and chat with a painter or potter, or let a broom maker show you how it's done.

The night time is the right time

Once the sun sets, there's plenty of dining and entertainment downtown. From family fare to filet mignon, Gatlinburg's restaurants are always fixin' up something special. After dinner, enjoy a show. Take a trip back in time to the slapstick vaudeville comedy of Sweet Fanny Adams Theatre or check out the Mentalist show with hypnosis and magic. Grab a bench and people-watch. Or cruise up the Space Needle or Gatlinburg Sky Lift and enjoy the twinkling lights below.

Accommodations of every description

Gatlinburg vacations are famous for out-of-the-way places to stay as well as rooms right in town. There are mountainside chalets, cabins, and modern condos, and plenty of downtown hotels, motels, bed & breakfasts, and lodges. Or pitch camp at a nearby campground. Whatever accommodation you choose, Gatlinburg is where your adventures in Appalachia begin.

Need a copy of the Attractions to take with you? The Gatlinburg Attraction Guide is here as a downloadable PDF.

For more information visit www.gatlinburg.com.

ABOUT THE GATLINBURG CONVENTION & VISITORS BUREAU

On July 1, 2012, Gatlinburg community leaders effectively formed a Tourism Development Authority, combining the tourism marketing functions of the City's Department of Tourism and the Chamber of Commerce into one entity doing business as the Gatlinburg Convention and Visitors Bureau. Initiatives to more effectively market the City of Gatlinburg and maximize efforts to promote local tourism include more direct involvement in the marketing of Gatlinburg by the business community.

The tourism promotion functions of the GCVB include marketing and promoting Gatlinburg as a destination, marketing and selling the convention center, operating welcome centers, and managing special events. In addition, the GCVB operates the visitor call center, produces,
distributes and markets the "Gatlinburg – Vacation Guide", maintains and operates the Gatlinburg.com website and promotes Chamber of Commerce membership and services.

**Why Gatlinburg Convention Center?**

It starts with the space. There’s more than 148,000 square feet of flexible meeting space. Additionally, the Convention Center’s central location is convenient and within walking distance to the spectacular fun (restaurants, attractions and lodging) of downtown Gatlinburg.

The Gatlinburg Convention Center has played host to a wide-range of functions such as Product Trade Shows, Dance and Cheerleading Competitions, Religious Conferences, Corporate Functions, and Association Meetings. Whether a gathering is for 60 or 6,000, we will work with clients to put on an exceptional event.

**Gatlinburg Convention Center Specifics:**

- The Great Hall provides 67,000 square feet of exhibit space, 60,000 square feet of which is free-span with a ceiling height of 30 feet.
- The Great Hall accommodates 6,000 people, 350 booths and can be divided into three separate halls for smaller events.
- The W.L. Mills Conference Center adjoining the Convention Center adds an additional 50,000 square feet, including a sparkling 17,000 square foot Ballroom.
- The Convention Center Gallery area is 38,200 square feet, including 18 meeting rooms, pre-function space, two private parlors and a special VIP/media suite.
- Winner of ConventionSouth’s 2012, 2013 and 2014 Readers’ Choice Award as best meeting place in the South.
- The town offers more than 12,000 sleeping rooms including full-service and limited-service hotels and motels, condominiums, chalets, cabins and campgrounds.


For more information visit: [Gatlinburg Convention Center](https://www.gatlinburgconventioncenter.com)

**POSITION: CHIEF EXECUTIVE OFFICER (CEO)**

This position reports to the Board of Directors for the Gatlinburg CVB and will work closely with city officials and the President of the Board on managing operations of the convention center. Convention center sales leadership experience is required.
SUMMARY OF POSITION - ADMINISTRATION

This position operates as the Chief Executive Officer (CEO) of a non-profit organization. In this capacity, he or she is directly responsible to a rotating Board of Directors and committees thereof, for all operational areas including, but not limited to personnel, financial, and legal affairs. The CEO may delegate functional administration to subordinate employees to facilitate effective handling of some areas, but remains responsible to the Board of Directors for all areas.

1. Personnel
   a. The CEO is responsible for developing and recommending to the Board of Directors, and administering all personnel policies and procedures. Activities regulated by these policies and procedures include but are not limited to recruitment, employment, training, supervision, direction, promotion, discipline, counseling and termination.
   b. The CEO administers all employee benefit plans, employee evaluations and pay plans, and maintains all employee records, and is responsible for explaining and interpreting all such plans, evaluation procedures, personnel policies to employees.
   c. The CEO will collaborate with the COO and department leaders to develop and implement plans that will support the strategic objectives of the organization.
   d. The CEO shall maintain a work environment conducive to positive employee morale, and shall maintain an open door policy on employee concerns, suggestions, and problems.

2. Financial
   a. The CEO is directly responsible for the financial health of the organization.
   b. The CEO administers all day-to-day financial activities of the organization under Finance and Operations Committee guidelines and shall exercise proper fiscal management and stewardship of all resources of the organization.
   c. The CEO prepares budgets, progress reports, and oversight opinions on areas of financial concern for Board of Directors' review and action.

3. Legal
   a. The CEO must have a working knowledge of laws affecting the operation of a nonprofit corporation, including but not limited to employment and ADA issues, taxes, and contracts. The CEO shall conduct the activities of the organization in compliance with all laws and regulations related to its operations, and may, when authorized by the Board of Directors or Executive Committee, seek legal counsel to assure such compliance.
   b. The CEO, in consultation with the Executive Committee, is empowered to execute legal documents related to operations of the organization.

4. Confidentiality
   a. The CEO shall protect the confidentiality of all internal matters of the organization including but not limited to all operation activities, plans, financial data, and Board of Directors' activities and meeting minutes.
   b. The CEO shall protect the confidentiality of all personnel records, reports, pay structures, and disciplinary actions.
RESEARCH AND DEVELOPMENT

The activities of the Gatlinburg Convention and Visitors Bureau are not necessarily unilaterally confined to certain areas or procedures. In order to maximize its mission, other economically sound sources of revenue and influence or methods of operation are appropriate items to consider. The CEO is responsible for developing plans and proposals as follow:

1. **Strategic Planning**
   The CEO shall initiate and/or direct strategic planning activities of the organization to accomplish defined goals set by the Board of Directors. The CEO shall initiate and, when approved by the Board, implement activities that are intended to make the organization more profitable and more efficient.

2. **New Revenue Opportunities**
   The CEO is responsible for developing proposals for new revenue opportunities that enhance the organization’s mission.

OUTREACH

The organization believes it is vital to the success of its mission that a positive relationship exist between the CEO, the Board of Directors, and the community in which the organization operates. Open communication and common objectives are needed ingredients to a smooth business operation. The organization recognizes the delicate balance between accountability and responsibility when the CEO is placed in a position of CEO assigned to carry out the direction of a volunteer Board of Directors. Likewise, the organization recognizes that it is a membership organization and that the interests of members must be promoted as well. As a community-based institution good citizenship is also required of all organization employees.

1. **Relationship with the Board of Directors**
   a. The CEO directs, prepares, and oversees all preparations and materials for scheduled meetings and work sessions of the Chamber's Board of Directors and its committees.
   b. The CEO shall hold orientation sessions for new Board members to inform them of the mission and operations of the Chamber and Board responsibilities, and to acquaint them with key personnel and their responsibilities.
   c. The CEO shall report to the Board of Directors, on a regular basis, the business activities of the Chamber. The CEO also shall keep the Board informed of events, happenings, of changes within the organization, or external to it, that may affect the viability and financial health of the organization.
   d. The CEO serves as custodian of Convention and Visitors Bureau records, meeting minutes, contracts, resolutions and other documents.

2. **Relationship with Community**
   a. The CEO shall serve as a spokesperson for the Convention and Visitors Bureau with community and civic groups.
   b. The CEO shall promote the goals of the organization with the general public.

ETHICS

The Gatlinburg Convention and Visitors Bureau's position as the representation of the business community and the City of Gatlinburg Convention Center mandates that all of those associated with it conduct their business and personal
activities beyond reproach. It is essential that the CEO display a life value system that reflects positively on both the Convention and Visitors Bureau and the City of Gatlinburg. Through his or her leadership, the CEO sets a positive ethical example for all employees of the organization.

ADDITIONAL FUNCTIONS
Performs other related duties as required.

MINIMUM QUALIFICATIONS
Bachelor’s degree in Finance, Accounting, or Business Administration, or closely related field; supplemented by six (6) years previous experience and/or training that includes progressively responsible managerial experience in the non-profit sector; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job. Must possess and maintain a valid driver’s license.

PERFORMANCE APPTITUDES
- **Data Utilization:** Requires the ability to synthesize and integrate data for predicting, anticipating, and planning for future events impacting the organization. Includes determining strategic and tactical decisions at the highest organizational levels of authority and responsibility.
- **Human Interaction:** Requires the ability to function in a director capacity for a major organizational unit requiring significant internal and external interaction.
- **Equipment, Machinery, Tools, and Materials Utilization:** Requires the ability to operate, maneuver, and/or control the actions of equipment, machinery, tools and/or materials used in performing essential functions.
- **Verbal Aptitude:** Requires the ability to utilize a wide variety of reference, descriptive, advisory and/or design data and information.
- **Mathematical Aptitude:** Requires the ability to perform addition, subtraction, multiplication and division; ability to calculate decimals and percentages; ability to perform mathematical operations with fractions; ability to compute discount, interest, profit and loss, ratio and proportion; and ability to calculate surface areas, volumes, weights, and measures.
- **Functional Reasoning:** Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.
- **Situational Reasoning:** Requires the ability to exercise judgment, decisiveness and creativity in situations involving the direction, control and planning of an entire program or set of programs.

AUTHORITY TO CHANGE JOB REQUIREMENTS
The Board of Directors of the Gatlinburg Convention and Visitors Bureau retains and reserves the right to add to, amend, change, delete, or waive any responsibility, duty, or function it sees fit, at any time within the employment of
any person, but only if done so in writing and signed by the President of the Convention and Visitors Bureau and its Executive Committee.

**TERM OF EMPLOYMENT**

The CEO serves at the pleasure of the Board of Directors.

**NECESSARY SPECIAL REQUIREMENTS**

Possession of a valid Tennessee Driver’s License and the ability to be insured at standard vehicle liability rates.

**ADA COMPLIANCE**

- **Physical Ability:** Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or workstation.

- **Sensory Requirements:** Some tasks require the ability to perceive and discriminate visual cues or signals. Some tasks require the ability to communicate orally.

- **Environmental Factors:** Essential functions are regularly performed without exposure to adverse environmental conditions.

The Gatlinburg Convention and Visitors Bureau is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act (ADA), the Association will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

**EXEMPT** An exempt position is not subject to time and a half pay. This position will generally require a minimum of 40 hours per week and a maximum of 52 hours per week to complete required duties.

**CHARACTERISTICS NEEDED**

- Consensus builder
- Diplomatic
- Politically savvy
- Creative
- Driven
- Enthusiastic
- Strong leader
- Dynamic
- Visionary
- Goal oriented

**BUDGET**

$5M - $6M

**STAFF**

25-30 FTE and up to 40 based on the season
TOP PRIORITIES

1. Fully evaluate the organization including current programs and convention sales tactics
2. Immediately focus on planning and executing a strategic sales and marketing plan to build a pipeline of new business to drive revenue for the convention center and overall destination
3. Develop strong relationships with community stakeholders and maintain effective on-going communication demonstrating results and return on equity

If you are interested in this position, please respond via e-mail with cover letter, resume, and compensation information to the following SearchWide™ Executive:

Kellie Henderson, Vice President | SearchWide
www.searchwide.com | henderson@searchwide.com
703-912-7247 (direct) | 703-463-7042 (mobile)

ABOUT SEARCHWIDE

SearchWide 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.