ABOUT GREENVILLE SOUTH CAROLINA

Nestled up against the foothills of the Blue Ridge Mountains in the heart of South Carolina's Upcountry, you'll find Greenville situated about halfway between Charlotte, North Carolina and Atlanta, Georgia. Greenville's friendly, thriving downtown pulses with things to do year-round. From one-of-a-kind shops, boutiques and art galleries to museums, tours and outdoor activities, Greenville is a welcoming retreat for visitors of every age and explorers of every type.

No matter where you travel throughout Greenville and the Upstate, you'll discover that this is a place—a city, county and region—where restoration and growth dovetail with Southern traditions, American history, and abundant attractions. Come spend a little time where people love where they live, and love to share it with guests. Savor a moment. Create a memory—or a handful of memories! Make it a weekend or a week to remember. We promise you'll take home a whole lot more than a souvenir. Truth is, you might just fall in love.

THINGS TO DO
You'll never run out of fun activities, surprising discoveries and unforgettable places and experiences that combine to create memories that will last a lifetime.

- **Attractions** - Greenville is packed with attractions that will entertain you, inspire you and engage you. From sports to the arts to sightseeing to museum exploring and more - Greenville has your next great discovery. Attractions include The Gorge Zipline Canopy Tour, Greenville Zoo, Prisma Health Swamp Rabbit Trail, 7th Inning Splash Waterpark, Barefoot Acres, Blue Ridge Escarpment, BMW CCA Foundation Museum and much more.
- **Arts & Entertainment** - Cultural museums and fine art galleries, upbeat music and live theatre, dance, comedy, festivals or simply discover the innovative creations of true craftspeople.
- **Tours & Rentals** - You'll find a variety of tours running throughout the community - from trolley tours of the city to unique experience-based tours.
- **Shopping** - From specialty shops to malls. Greenville is a great place to find exactly what you're looking for and the thrill of the hunt!
- **Outdoor Activities** - Our friendly four-season climate, residents and visitors alike tend to spend a lot of time outdoors and enjoy some of most beautiful and easily accessible natural attractions you'll find anywhere.
- **Family-Friendly Activities** - Greenville is a city that's widely regarded as a great place to raise a family. It's also a great place to take the family on vacation, with an incredible range of activities that everyone can enjoy.
- **Free Things to Do** - You don't have to have a big budget to have a great time in Greenville, SC! There are many free things to do—and some low-cost bonus ideas—to make the most of your trip to the area.
- **Falls Park on the Reedy** - Greenville’s Falls Park on the Reedy has been named a “Top U.S. Park” by TripAdvisor several years in a row, along with the likes of Central Park and Golden Gate Park.

EVENTS
With more than 300 "event days" each year - from live theatre to outdoor concerts to nationally ranked street festivals - chances are you'll have to either narrow down your list of activities or extend your visit! Click [here](#) for more details.

To learn more about Greenville, browse our [Visitors Guide](#), watch our [Destination Video](#), view our [TV Commercials](#) or visit us at [www.VisitGreenvilleSC.com](http://www.VisitGreenvilleSC.com).
TOP 5 REASONS TO MEET IN GREENVILLE

It seems everyone is hailing Greenville a wow-worthy destination. One visit to Greenville, one walk down our tree-lined Main Street or through Falls Park on the Reedy, one unforgettable meal - is all it takes to fall head over heels in love. Here are our top five reasons why you should be considering Greenville for your next meeting or event:

1. **Accessibility** - Nestled into the foothills of the Blue Ridge Mountains, Greenville is conveniently located halfway between Atlanta and Charlotte, providing excellent highway access.

2. **One word . . . food** - With more than 110 restaurants within walking distance of any downtown hotel, your attendees are sure to find something to suit their taste buds.

3. **Walkable, safe downtown** - Our award-winning, pedestrian-friendly Main Street features 10 city blocks of delightful distractions. From inventive restaurants to locally owned boutiques, craft coffee shops and galleries.

4. **Falls Park on the Reedy** - Falls Park on the Reedy, a 32-acre park sitting in the heart of downtown Greenville is complete with a 40-foot natural waterfall and the one-of-a-kind floating pedestrian Liberty Bridge.

5. **Unique Venues and Activities** - If you’re looking for the kind of space that sparks magic and inspires greatness, look no further. Greenville offers unique venues with a rare combination of past-meets-present-perfection.

**Major Meeting Venues** - From one of the nation’s largest convention facilities to the coziest of conference rooms, we’ll create the perfect backdrop for your successful meeting. Venues include **Bon Secours Wellness Arena**, **Greenville Convention Center** and **Peace Center**.

**Places to Stay** - Whether you’re searching for a luxurious escape, a tranquil retreat or simply a place to rest your head, you’ll find a variety of hotels, inns, B&Bs, and campgrounds conveniently located throughout the Greenville area that are sure to make your stay as restful as it is memorable.

Click [here](#) to download Yeah, THAT Greenville – Meetings Brochure.

**ABOUT VISITGREENVILLESC**

VisitGreenvilleSC (VGSC) is a not-for-profit, membership-based, accredited Destination Marketing Organization (DMO). We proudly represent and serve the City and County of Greenville, South Carolina, the hospitality industry, and hundreds of small businesses. As Greenville’s official sales and marketing organization, our primary goal is to enhance the long-term economic development of our community through increased visitor trips and visitor spending. In a nutshell, our goal is to make more potential visitors say, *Yeah!* to Greenville, SC.

**VisitGreenvilleSC’s Core Goals and Objectives:**

1. Lead and foster the growth and sustainability of Greenville’s travel and tourism industry
2. Increase demand and revenues on behalf of Greenville area hotels, restaurants, retail, airports, attractions, recreational amenities, festivals and more
3. Increase occupancy rates for Greenville area accommodations
4. Increase visitor spending throughout the greater Greenville area

Click [here](#) for more information.
POSITION SUMMARY

The President and CEO for VisitGreenvilleSC is responsible for the leadership and management of all daily operations of the organization in its mission to brand, market, and sell Greenville as a must-experience destination. This position reports directly to the Executive Committee/Board of Directors and is accountable to the Board on all aspects of the performance of his/her duties and responsibilities. The President and CEO is responsible for carrying out the long-range strategic plan and direction set forth by the Board of Directors and ensuring that the organization meets or exceeds established goals. He/she establishes organizational structure and delegates authority to the executive team members while leading the overall entity towards objectives consistent with the mission of the organization. He/she serves as the key spokesperson for the organization, ensuring ongoing and active communication with all tourism industry, public and private constituents, and develops advocacy programs to communicate the mission and raise awareness of the organization.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Organizational Leadership
   - Manage the business functions of the organization to include group sales, marketing and communications, partnership and administrative functions. Work closely with the executive team and key stakeholders to develop and implement a comprehensive work program and annual strategic plan aimed at maximizing the organization’s effectiveness through the alignment and agreement on goals, including room nights and other industry benchmark measures. Ensure the organization meets or exceeds all goals by ongoing monitoring of the strategic plan, measurement of results, and making corrections as needed.
   - Provide motivational leadership for VisitGreenvilleSC’s executive, professional and support staff, assuring these individuals are developed into a cohesive, responsive and results-driven team. Provide vision, direction, coaching, counseling, and development opportunities. Ensure the executive team is provided with appropriate resources to effectively carryout the strategic functions of their department.
   - Assure a workplace culture that is innovative, supportive and rewarding, and where performance is regularly evaluated, feedback and development opportunities provided, improvement measures identified, and achievement is recognized. Regularly measure the workplace culture through employee engagement surveys, and work with the executive team to continually monitor and improve the culture of the organization.
   - Ensure strategic investment in research and analytical tools to assist the organization with identifying trends, new and developing markets, measuring success and developing strategies that evaluate return on investment.

2. Financial Oversight and Development
   - Collaborate with and nurture existing and potential funding sources to ensure a stable, adequate and continuous funding base in support of VisitGreenvilleSC and its marketing strategies. Initiate strategies to increase and further stabilize fundingbase.
   - Ensure that the expenditures of all applicable taxes are in compliance with local and state laws and the organization’s obligations as a custodian of public funds. Ensure required reporting and communication to all funding source entities is completed timely.
   - Develop strategies to identify and pursue new sources of revenue or services which would assist VisitGreenvilleSC in carrying out its mission and grow its funding.
   - Work with executive leadership to develop the annual operating budget and staffing requirements. Ensure the organization monitors the annual budget and adjusts the allocation of resources as required.
   - Oversee the finance team in ensuring sound internal controls, segregation of duties, and development of policies and procedures to ensure prudent and transparent management of organization resources, including occupancy tax funding. Participate in annual audit and ensure all regulatory filings are reviewed and completed in a timely manner.
   - Ensure all organization activities are implemented and in compliance within established policies and procedures, bylaws, guidelines, laws and ethical standards. Ensure enforcement of policies and corrective measures as required.
3. Advocacy and Communication

- Maintain active involvement in the community to enhance the visibility and reputation of VisitGreenvilleSC. Ensure an understanding in the community of the mission of VisitGreenvilleSC and the programs services available.
- Implement advocacy programs and educate and enlist the support of community leadership, stakeholders, government officials, and VisitGreenvilleSC Board members and partners in the promotion of convention and tourism initiatives in the region.
- Unify and support all local marketing organizations in advancing Greenville’s image. Shift local players towards a more seamless ecosystem that shapes and advances one Greenville.
- Serve as primary spokesperson for the organization. Develop and nurture media relationships; provide interviews and media appearances as required.
- Establish effective communication networks throughout the Greenville community and within the industry to ensure a consistent and regular flow of information.
- Develop relationships with state and local government officials and political representatives in order to advance the mission of VisitGreenvilleSC and advocate for the tourism industry. Regularly attend advocacy events at the state, local and federal level as needed. Stay current on local, state and federal policy issues that impact travel and tourism; advocate and lobby on issues as directed by the Board.
- Be an active partner in supporting economic development in the region; regularly participate in and attend events, work groups, and task force meetings of regional partners.
- Participate in stakeholder Board and Committees as requested or appointed.

4. Board Effectiveness

- Working with the Board Chair and Nominating Committee, ensure recruitment and development of a diverse Board of Directors that is representative of the tourism industry and key community stakeholders. Ensure the Board of Directors are oriented to the mission of VisitGreenvilleSC and possess the tools to serve as key advocates for the organization and Greenville’s tourism industry.
- Work with the Board of Directors to develop the long-range strategic plan for the organization. Identify key priorities for the organization and the tourism industry. Ensure the long-range strategic plan is implemented under the direction of the Board of Directors and committees of the Board.
- Work with the Board Chair to develop Board and committee agendas. Ensure proper representation by Board members on Board committees. Participate in developing and assigning work plan for Board and committee execution. Promote and encourage active Board involvement in the achievement of VisitGreenvilleSC’s goals.
- Ensure sound governance, business ethics and fiduciary oversight of the Board of Directors and organization by working with the Board to develop bylaws, policies, and procedures in accordance with all relevant regulatory requirements and non-profit best practices. Ensure transparency to the Board of Directors, partners, and community.
- Serve in an advisory capacity as an ex-officio non-voting member of the Board of Directors and all Board committees. Advise and guide the Board of Directors on matters related to the local tourism economy and destination marketing industry.
- Ensure the Board of Directors receives regular updates on progress towards the goals and objectives outlined in the Board Strategic Plan and annual organization operating plan.

5. Additional Duties

- Develop strategies and implement programming to support targeted product development. Work with local officials and private industry to enhance and support tourism product development that will benefit the tourism industry and community. (e.g. convention center expansion, transportation options, etc.)
- Maintain and increase professional and technical knowledge by participating in industry conferences and professional associations, and actively pursue development plans as established by the strategic plan.
- Participate in national/international destination marketing and meetings associations to keep abreast of industry changes.
- Other related work as necessary to support the mission of VisitGreenvilleSC.
EDUCATION AND EXPERIENCE

- Bachelor’s Degree in business administration, public administration, marketing and communications or other relevant field required; advanced degree is preferred; or
- An equivalent combination of education, experience and training that would provide the knowledge, skills and abilities required for the successful performance of the essential job duties.
- Minimum of seven to ten years of leadership or management/supervisory experience in fields utilizing the knowledge, skills and abilities listed below.
- Prior hospitality/tourism, DMO, association, or economic development experience preferred.
- Working knowledge of destination marketing, business theories, practices and procedures.
- Direct experience with Boards of not-for-profit organizations that utilize public funds.
- Experience in supervision with proven ability to recruit, train, and develop staff.
- Strong Microsoft Office skills to include Word, Excel, Outlook and PowerPoint.

SKILLS, KNOWLEDGE AND ABILITIES

1. Communication Skills
   - Exceptional communication skills, including presentation skills.
   - Strong relationship building skills and ability to clearly communicate mission and progress to all constituents.
   - Extensive media and public speaking experience; proven experience in media relations.
   - Proven track record of negotiating and interpersonal skills.

2. Marketing Skills
   - Knowledge of marketing, advertising and branding theories.
   - Thorough understanding of media buying and campaign management.
   - Exposure to launching digital marketing efforts and website management.
   - Experience with generating revenue through paid advertising and programs.
   - Strong understanding of benefits of leveraging social media, photography, and video in marketing.

3. Sales Leadership
   - Skilled in the areas of market analysis, deployment and research.
   - Proven success with sales team recruitment, retention, and overall development.
   - Experience with setting goals and measuring success.
   - Significant convention sales experience.

4. Critical Characteristics Needed
   - Innovative, strategic and visionary leader; able to interpret rapidly changing and emerging industry trends and resources, while demonstrating the ability to adopt or discontinue actions for greatest return on investment.
   - Collaborative, results oriented and analytical. Exceptional and proven business and financial acumen. Demonstrated knowledge and experience in fund development.
   - Passionate, personable and inspirational leader with an entrepreneurial spirit.
   - Open, honest, transparent, direct and accessible; possess a proven track record of leading functionally diverse staff and managing a large board that includes a broad section of various constituents.
   - Exceptional consensus builder, relationship oriented, strong communicator.
   - Ethical stewardship: demonstrates high integrity and business ethics at all times, serving the public and employees in full accord with policies and bylaws.
   - Impeccable work ethic and passion for the task at hand.
   - Cultural Competence: ability to understand, communicate with and effectively interact with diverse cultures, operating with an inclusive perspective and developing culturally competent team members.
   - Possess a high degree of social consciousness and cultural sensitivity.
ACCOUNTABILITIES FOR SUPERVISION The President and CEO has full responsibility and ultimate authority for supervisory decision making not only for direct reports but for all employee team members within the organization.

- Makes decisions related to the selection, promotion, transfer, compensation and discipline of all employee team members.
- Assures appropriate training is facilitated for new employees, personally participating as necessary, to ensure established procedures are clearly understood and followed.
- Ensures appropriate performance management programs are established for executive team and administered in an accountable and timely manner.
- Answers employee questions, resolves work-related issues and interpret organization policies to staff to improve the quality and quantity of work performed within accountable areas.
- Administers company policies in a fair and equitable manner and fully documents all incidents and actions taken.

PHYSICAL DEMANDS

- While performing the duties of this job, the employee is regularly required to sit, talk and hear.
- The employee is regularly required to stand and walk.
- Ability to travel by air and personal vehicle.
- The employee must occasionally lift and move up to 25 pounds.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.

TOP PRIORITIES

1. Asses the current sales and marketing plan and develop strategies to support COVID recovery for the travel and tourism industry in Greenville. Work to position the destination during and post pandemic. Cast a wider net to increase the number of visitors to Greenville and the greater Greenville area.
2. Immerse into the community and begin to build strong relationships with stakeholders/constituents and maintain effective on-going communication. Be a good listener, evaluate their input and build credibility.
3. Ensure that Diversity, Equity, and Inclusion is woven into the fabric of the organization and strategic plan.

If interested in learning more about this great opportunity, please send your resume to the SearchWide Global Executive listed below.

Kellie Henderson, Senior Vice President | SearchWide Global

www.searchwideglobal.com | info@searchwideglobal.com

703-912-7247 (direct) | 703-463-7042 (mobile)

About SearchWide Global

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.