



ABOUT PETOSKEY AREA - Refresh. Renew. Reconnect.

Outside is in — and the Petoskey Area is where stunning natural beauty and charming communities set the stage for every activity under the sun. The pace is easygoing. The attitude full of smiles.

COMMUNITIES

- **Alanson** – This little village is perfect for those who enjoy boating and snowmobiling.
- **Bay Harbor** – A luxury community featuring spectacular views, boutique shopping and dining, world-class golf and a deep-water marina.
- **Boyne City / Boyne Falls** – Nestled along Lake Charlevoix, honored by the readers of USA Today as one of the Best Lakes in America.
- **Harbor Springs** – Natural beauty is part of all four seasons, and the community is warm and welcoming.
- **Petoskey** – A charming lakeside community known for its natural beauty, Victorian architecture, historic Gaslight Shopping District, and of course, Petoskey Stone.

STAY - Petoskey Area [hotels and motels](#) are perfect places to stay in northern Michigan. In the Petoskey and Little Traverse Bay area, you will find accommodations with exactly the amenities you want. Also check out Petoskey, Alanson, Harbor Springs, Boyne City, Boyne Falls and Bay Harbor [resorts](#), [vacation rentals](#) and [historic inns](#).

PLAY - Petoskey and its neighboring communities of Harbor Springs, Bay Harbor and Boyne City is the premier northern Michigan destination. From full-throttle activities to simply letting the day leisurely unfold, Petoskey is full of things to do. Among the many things to do are:

[Adventure Sports](#)

[Attractions](#)

[Beaches](#)

[Biking](#)

[Birding](#)

[Day Trips](#)

[Entertainment](#)

[Family Fun](#)

[Fishing/Charters](#)

[Golf](#)

[Hiking Trails](#)

[Historical Sites](#)

[Petoskey Stone Hunting](#)

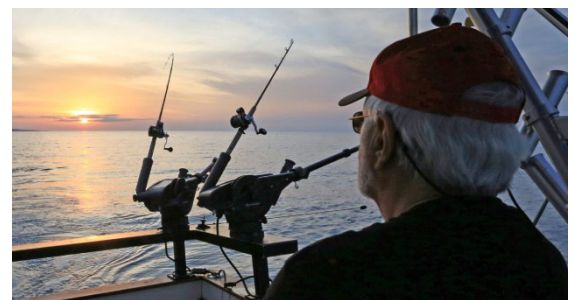
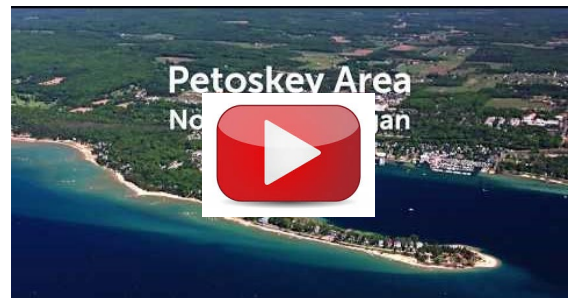
[Shopping](#)

[Spas](#)

[Water Sports/Marinas](#)

[Scenic Routes](#)

FOOD & DRINK – The [restaurants](#), [breweries](#), and [wineries](#) in the Petoskey area communities will make your northern Michigan stay even more special. From white tablecloth dining to a beer and a burger, Petoskey restaurants really have things cooking.





WINTER FUN - The Petoskey Area has the best snow sports in the Midwest. For starters, this is home to Michigan’s top ski areas, [Boyne Highlands](#), [Nub’s Nob](#) and [Boyne Mountain](#). Together they total more than 160 downhill runs. When you aren’t on the slopes, there’s cross-country skiing, snowshoeing, ice skating and a lot more.

[Brochures and Travel Guides](#) highlight everything that makes the Petoskey Area a premier four-season destination.



Click [here](#) to Refresh, Renew, and Reconnect everything there is to know about the Petoskey Area.

ABOUT PETOSKEY AREA TOURISM BUREAU

The Petoskey Area Visitors Bureau is the preeminent destination marketing organization for the Petoskey area including Petoskey and several surrounding communities.

POSITION SUMMARY

Title: Executive Director
Reports To: Board of Directors
Direct Reports: Assistant Director, Sales Manager, TBD

The Executive Director is the strategic and visionary leader responsible for developing, directing and overseeing implementation of the organizational strategic plan, including a detailed marketing plan, operations, staff supervision, community and governmental relations and board governance for the Petoskey Area Visitor’s Bureau. Serves as lead spokesperson and is a passionate and involved advocate for the tourism industry locally, regionally, and nationally.

MAJOR JOB DIMENSIONS

- Provide the leadership, direction, creativity, initiative, and managerial efforts necessary to enable the Petoskey Area Visitors Bureau (PAVB) to bring leisure, meetings, business and sports visitors to the destination to provide economic growth that will make the area a better place to live and work. Lead the PAVB as it strives to accomplish its objectives:
 - Promote tourism for the destination through targeted and effective marketing initiatives.
 - Sell meetings & conferences in the destination.
 - Enhance the quality of our product (what the visitor experiences when visiting).
 - Promote an improved image of the destination through driving awareness
 - Involve the Board of Directors with the staff to accomplish the Mission of the PAVB.
- Be available as a spokesperson when appropriate to interact with representatives from the media.
- Ensure that competent and qualified individuals are in the appropriate positions reporting directly to the Executive Director and that their performance is evaluated on an annual basis.

- Provide the necessary leadership to ensure that a commitment to quality management principles including empowerment and cross functional teams is implemented throughout the bureau resulting in effective performance of the entire PAVB towards the accomplishment of its mission.
- Ensure that there is an abundance of written and verbal communication to the Board regarding current and planned activities.
- Annually oversee the development and preparation of the Marketing Plan for presentation to the Board for approval.
- Develop and submit for approval an annual operating plan that includes expenses and goals for the upcoming year and subsequently, present status reports to the Board as the year progresses.
- Work closely with the Board and its committees throughout the year to achieve maximum success towards identified objectives.
- Be knowledgeable of “best practices” which have been successful for other comparable visitors bureaus.
- Initiate and direct the necessary programs to ensure that current stakeholders are satisfied and that new stakeholders are attracted to the organization.
- Ensure that the myriads of important constituencies are effectively communicated with and that positive relationships are maintained with them (e.g., the Board and its committees, the community, the hotels, airlines, the travel trade industry, government agencies, elected officials, and other stakeholders).
- Provide the necessary oversight, appropriate financial control and timely management reporting to ensure the financial stability of the PAVB.
- Ensure that all appropriate actions are taken to encourage high employee morale and satisfaction through program, policy and procedures (e.g., compensation, benefits, promotional policies, etc.).
- Ensure that the legislation that provides assessment dollars is maintained and/or reevaluated as appropriate.
- Ensure that the bureau is using the appropriate technology to accomplish its mission within its budgetary parameters.
- Ensure that key employees of the bureau understand all relevant legislation and that compliance is provided (e.g., federal, state and local laws, financial regulations and labor related laws – i.e., EEO, ADA, OSHA, ERISA, etc.).
- Initiate and direct financial programs to fund new and continuing activities, manage the financial functions towards the achievement of higher productivity through more effective utilization of its human, physical and financial assets.
- Present information, analysis and recommendations to the Board of Directors for approval as required.
- Undertake other appropriate projects as directed by the Board of Directors.
- Oversee and guide the direction of international and domestic tourism vision and strategy.
- Ensure continued progress and objectives are ongoing and, annual performance assessment audits are conducted.

ADDITIONAL RESPONSIBILITIES

- Serve in a board member capacity for companies/organizations that are strategically aligned to the PAVB’s mission, values and vision.

EXECUTIVE LEADERSHIP COMPETENCIES

- **STRATEGIC AND FUTURE DRIVEN THINKING:** The ability to analyze the Petoskey Area Visitors Bureau’s competitive position by considering present and future potential market and industry trends, existing and potential customers (internal and external), and strengths and weaknesses as compared to competitors. Anticipate the implications and consequences of situations and takes appropriate action while preparing for possible contingencies.
- **GRAVITAS:** Consistently displays the following behaviors and characteristics. Exudes confidence, acts decisively, shows integrity, demonstrates emotional intelligence, polished and pristine reputation, and shows vision. Exhibits dignity, propriety and good taste in behavior and speech.
- **THOUGHT LEADER:** Exhibits leadership with regard to thought by: being future focused; creating and shaping the future; strategic planning, forecasting and execution; possessing and applying relevant knowledge and

demonstrating abilities; applying critical thinking and making sound, timely decisions; and through innovative and systematic thinking.

- **INCLUSIVENESS:** Demonstrates awareness and respect of diverse cultural and individual values. Appreciates and leverages the strengths of others to accomplish goals, regardless of background or individual characteristics. Listens to ideas from others, even when different from own. Is careful to ensure all sides are heard and/or considered before reaching a conclusion. Displays a business and leadership approach characterized by fairness and equality.
- **DECISION-MAKING AND JUDGEMENT:** The ability to make prudent decisions that are timely, well-researched, considers multiple sides of an issue and reflect awareness of impact. Decision-making is systematic and sound, covering related contingencies, consequences and alternatives. Recognizes actual and potential issues, and determines actions needed to advance the decision-making process. Has earned a high level of trust among colleagues.
- **WISDOM:** Possesses a high degree of business and behavioral knowledge as well as specialized knowledge in areas of expertise and oversight. Consistently exhibiting the insight to see things clearly and as they are, acting in prudent and effective ways, acting with the well-being of the whole in mind, knowing when to act and when not to, being able to handle whatever arises with peace of mind and an effective, compassionate, holistic response and being able to anticipate and avoid potential problems. Highly developed ability to recognize, interpret, and respond constructively to emotions in themselves and others.
- **RELATIONSHIP AND NETWORK BUILDING:** Demonstrates skill in strategically building and maintaining effective and constructive working relationships, partnerships or networks of contacts with people who are, or might someday be, instrumental in achieving work-related goals. Possesses a strong, diverse network of influential, well-known and/or well-connected professionals in the destination marketing industry and political space.
- **OUTREACH:** Skilled at strategically positioning oneself in the community to proactively educate, market and engage with targeted professionals in the industry and region in order to further the mission of the PAVB.

MINIMUM QUALIFICATIONS

- A minimum of ten years executive management experience in a supervisory capacity with hands on experience in the following areas:
 - Budgeting
 - Marketing, Branding and Advertising
 - Strategic Planning and Analysis
 - Public Speaking and Public Relations
 - Sales
 - Understanding stakeholder dynamics
- A minimum of ten years management level experience in the tourism, travel and/or hospitality industry.
- Thorough working knowledge of personal computer systems with familiarity with standard word-processing, spreadsheet, database, and presentation software applications.

PREFERRED QUALIFICATIONS

- Bachelor's Degree in business management, marketing, tourism, hospitality or related field.
- Previous DMO leadership experience
- Certified Destination Marketing Executive
- Experience in complex financial management processes and procedures.
- Thorough working knowledge and direct experience within the tourism or hospitality industries representing urban products.
- Experience in destination marketing, branding, advertising and public relations.
- Experience working with boards and/or multiple stakeholder groups, including local elected officials.
- An established and visible national industry profile.

KEY CHARACTERISTICS

- Strong Communicator
- Excellent Listener
- Visible & Engaged
- Inclusive
- Collaborative
- Strong Leadership Skills
- Outgoing & Personable
- Creative
- Passionate
- Hands On
- Flexible
- Politically Savvy
- Relationship Builder

TOP PRIORITIES

1. Build relationships with key stakeholders including community leaders, hoteliers, stakeholders, business owners and residents and get to know the destination.
2. Evaluate the existing organization including, but not limited to the sales plan, organizational structure, budget, mission, policies and procedures and job descriptions and make recommendations to the BOD.
3. Review current agency relationship, marketing plan, branding, campaigns and advertising.
4. Work with the board and staff to create an organizational strategic plan, including a sales and marketing plan.
5. 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.



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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.