

# EXECUTIVE DIRECTOR

Golf Tourism Solutions | Myrtle Beach, SC





# Golf Tourism Solutions

Myrtle Beach, South Carolina, has earned the nickname “Golf Capital of the World” and is home to over 80 award-winning golf courses set along more than 60 miles of Carolina coastline. Designed by golf legends and ranked among the best in the world, the perfect set of courses is waiting for your group. Come experience the magic of a Myrtle Beach golf vacation: championship golf, oceanfront accommodations, award-winning cuisine, and more!

Golf Tourism Solutions (formerly Myrtle Beach Golf Holiday) has been at the forefront of destination marketing for 50 years. Since its inception, we have been industry leaders in developing specific marketing execution and strategies throughout the golf industry, over time evolving and gaining the assets of a golf media company.

## Mission

To effectively promote the growth of the Myrtle Beach golf industry by creating a collaborative and sustainable business relationship between our communities, members, and partners dedicated to the game of golf.

## Vision

Deploy innovative marketing strategies, enhanced technology resources, and execution tactics to support association members in their efforts to advance the Myrtle Beach gold destination as The Golf Capital of the World.

## Core Values

**Trust and Respect:** Soliciting member participation and nurturing valued and meaningful partner relationships with complete transparency.

**Integrity:** Demonstrating responsibility and accountability for our actions.

**Inspiration:** Displaying a strong commitment to a culture of continuous improvements and collaboration with all association members.

**Innovation:** Evolving with changing market trends and customer demands and implementing proactive methodology in how we represent the Myrtle Beach golf market and support success for all association members.

**Equity:** Providing equal access, opportunities, and representation that meets the unique needs of our diverse members.



## POSITION SUMMARY

The Executive Director (“ED”) is primarily responsible for the leadership, management, and direction of Golf Tourism Solutions as set forth by its Board of Directors. The ED is accountable to the Board of Directors for the overall performance of the company and for fulfilling the policy directives, goals, and objectives of the Board of Directors.

### ESSENTIAL DUTIES & RESPONSIBILITIES

- Develop a strategic plan to advance the company's mission and objectives and to promote revenue and growth as an organization.
- Oversee the organizational model for the company, which provides a full suite of services, including destination marketing for the Myrtle Beach area golf industry, golf industry-specific technologies, and event marketing and management.
- Act as the leading advocate of the Myrtle Beach area golf industry.
- Maintain and build positive relationships with all members of the organization.
- Administer a multi-million-dollar budget.
- Supervise all employees in a professional manner, leading by example and creating an environment conducive to teamwork and collaboration.
- Oversee a suite of technology services, including cloud-based solutions, tee sheets, POS systems, revenue management, app development, CRM tools, and reporting.
- Direct operational management and drive growth.
- Approve company operational procedures, policies, and standards.
- Oversee the spending of public funding, sponsorship initiatives, event development, management, marketing, and partnerships.
- Manage promotional functions, media relations, and finances.
- Represent the organization at federal and state legislative sessions to lobby for golf and tourism-friendly programs.
- Maintain and build relationships with our local, state, and federal delegations.
- Continue GTS’s leadership role by maintaining existing non-stop air service and providing data to open new markets to our area.
- Maintain and build relationships with local and state partner organizations, including but not limited to the Myrtle Beach Area Chamber of Commerce, Myrtle Beach International Airport, Partnership Grand Strand, and the Grand Strand Business Alliance.
- Promote the company and the Myrtle Beach area golf industry in written articles and personal appearances at conferences, meetings, radio, video, and television.
- Present company reports and status at all membership and Board of Director meetings.
- Maintain a working knowledge of the GTS and the Myrtle Beach Golf Holiday By-Laws to ensure the company is operating within the required guidelines.



## IDEAL BACKGROUND

- A Bachelor's degree from an accredited institution in a business, marketing, public administration, or related field. A minimum of 7 years experience at the executive level within the tourism industry, destination management, OR equivalent combination of education and experience.
- Golf industry experience is preferred.
- Board governance and management experience are highly desirable.
- Knowledge of marketing, business theories, practices, and procedures.
- Knowledge of budget development.
- Experience having managed similar size or larger organizations in the for-profit or not-for-profit sectors.
- Excellent verbal, written, and presentation skills.
- Have a proven record of inspiring partner participation.
- A community leader respected by both tourism and non-tourism industry partners.
- Demonstrated record of cooperation and collaboration with other organizations in working for the advancement of community goals and tourism development.
- Strong Microsoft Office skills, including Word, Excel, Outlook, and PowerPoint.

## KEY CHARACTERISTICS

- Ambassador
- Strong communicator
- Consensus builder
- Collaborative
- Energetic
- Outgoing
- Relationship builder
- Team oriented
- Servant leader
- Politically astute
- Visionary

## TOP PRIORITIES

- Reach out to all stakeholders, including members and key stakeholders, and begin to develop strong and meaningful relationships in order to build trust, confidence, and credibility.
- Get to know the staff, build credibility with the team, and form strong and meaningful relationships including an evaluation of their input.
- Review and assess the strategic plan. Work with the Board and key stakeholders, gaining buy-in to develop and implement potential enhancements as needed.



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

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