

JOB DESCRIPTION

Job Location: Pikes Peak Country Attractions Association
337 Manitou Ave, Manitou Springs, CO 80829

Reports to: PPCAA Board of Directors

The mission of the Pikes Peak Country Attractions Association (PPCAA) is to promote the growth and prosperity of the family oriented, cultural, and educational, tourist attraction industry in the greater Pikes Peak Region.

POSITION SUMMARY

The Executive Director is responsible for the day-to-day operations of the organization representing 24 premiere attractions in the Colorado Springs area. This position is responsible for “selling” the PPCAA members and their interests to visitors around the globe. The director shall work closely with its members, local, regional and state tourism professionals to accomplish these tasks. The director shall oversee all functions as it relates to budgets, staffing, industry relations, marketing (traditional, digital, social), public relations, research, fulfillment, and website. The director shall be the chief spokesperson for PPCAA.

DUTIES AND RESPONSIBILITIES (INCLUDE BUT ARE NOT LIMITED TO THE FOLLOWING)

- Represents PPCAA members and their interests through promotion, marketing and advocacy.
- Develops and implements programs and marketing strategies to increase visitor traffic to member attractions.
- Develop and implement social media marketing programs, including the ability to demonstrate results, citing specific campaign strategies and gains.
- Develops new products for members and revenue sources for PPCAA. Oversight of member programs and services, visitor services, and crisis management
- Serves as a resource to the members and maintains member communications.
- Fosters the growth and development of the Association.
- Monitors local, regional and state tourism issues and is a spokesperson for the Association on these issues.
- Represents PPCAA with the Colorado Tourism Office (CTO) and its committees, the Tourism Industry Association of Colorado (TIAC), the Colorado Springs Convention and Visitors Bureau (CSCVB), Pikes Peak Lodging Association (PPLA) and other industry/governmental organizations.
- Effectively disseminates information on tourism activities and initiatives to partners through planned communications and responses to requests for information and services.
- Builds beneficial business relationships through attendance at key functions, on- going communication and education efforts.
- Maintains current in the field by continually enhancing skills and knowledge through research, information exchange with stakeholders and peers, and education event attendance.
- Board agendas, meetings and communications. Support, communicate and work closely with an all-volunteer Board of Directors.
- Oversight of Joint Venture with CSCVB – Publication of Official Visitor Guide (OVG)
- Preparing and tracking annual budget, accounting and payroll
- Preparing and executing annual marketing plan and managing PPCAA brochure distribution.
- Negotiating contracts for media and vendors.
- Public relations and media relations
- Administering and overseeing on-line ticketing program
- Monitoring website performance, ad and social media campaign results.
- Managing staff time and resources
- Performs other related duties as directed.

The above statements are intended to describe the general nature and level of work being performed by a person in this position. They are not to be construed as an exhaustive list of all duties that may be performed by such a person.

EDUCATION, EXPERIENCE & SKILL SETS EDUCATION

EDUCATION: A Bachelor’s degree (B.A.) from a four-year college or university in Business Administration, Marketing, Public Relations, Communications or related field is desired.

EXPERIENCE: This position requires a minimum of three years of related experience and/or training in the tourism industry or related field. Experience in budget management, program development, public relations, marketing, advertising strategies, digital marketing (web, social media, online), public speaking, or an equivalent combination of education and experience. Adept in conducting social media marketing programs, including the ability to demonstrate results, citing specific campaign strategies and gains.

SUPERVISORY RESPONSIBILITIES: The position has supervisory responsibilities.

OTHER KNOWLEDGE, SKILLS AND ABILITIES: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

REQUIRED:

Ability to analyze, assess, and direct operations for a professional service organization.

Ability to function with excellent written and verbal communication skills with keen listening skills.

Ability to multi-task and adapt to quickly changing environments.

Ability to respond to inquiries or complaints.

Ability to write articles using original or innovative techniques or style.

Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or boards of directors.

Ability to effectively use common business computer software such as word processing, spreadsheet, and presentation software.

Salary commensurate with experience. Benefits package available.

Email cover letter and resume to ED_Search@pikes-peak.com. Any questions regarding this position should be submitted in writing to ED_Search@pikes-peak.com.

Posting Date: February 29, 2016

Applications accepted through: Sunday, March 13, 2016

Qualified Applicant Questionnaire: Week of March 21, 2016

Selected Applicant Interview: Week of March 28, 2016

Anticipated Start Date: Week of April 18, 2016