



## Pinehurst, Southern Pines, Aberdeen Area Convention and Visitors Bureau

### President & CEO

#### **POSITION VACANCY ANNOUNCEMENT**

The Board of Directors for the Pinehurst, Southern Pines, Aberdeen Area CVB are seeking the next CEO to lead their county's tourism development efforts for this world renown North Carolina destination. The CVB is looking to replace the retiring CEO who has successfully guided the operations/growth of the Bureau for the past 29 years.

#### **Major Responsibilities**

- Overall management of operations for Destination Marketing/Management Organization (DMO) in one of the state's leading resort communities which operates as a NC Public Authority and component unit of Moore County Government.
- Adhere to the NC Governmental Fiscal Control Act and oversight via the NC Local Government Commission, to insure sound fiscal financial policies/controls are adhered to, including monthly financial reports to the Board.
- Responsible for the preparation of the annual operating budget encompassing all activities and operations of the Bureau.
- Develops and implements with staff a 3-year Strategic Business Plan tied to integrated Performance Measurements/Metrics for the organization and staff.
- Develop long-term strategies for tourism product development to assure the destination remains relevant and sustainable.
- Fully responsible for the hiring, training and supervision of the CVB staff.
- Formulate the development of destination marketing programs, insuring all CVB communications meet the highest standards of the organization and community represented.
- Ensure the destination brand is fully leveraged at all local, state, and national levels.
- Maintain an excellent working relationship with municipalities' elected officials and staffs.
- Manage contracts with vendors such as advertising agencies, as well as other contract service providers for research, public relations, etc., holding them accountable for services provided.
- Serve as the communities' spokesperson on key tourism and destination issues, and other public policy issues.
- Develop long-term strategies to ensure continuing education of staff and work with the local tourism industry on work force preparedness.

#### **Education & Experience**

- A Bachelor's degree from a four-year college or university in Business Administration, Marketing, Public Relations, Communications, Tourism, or related field.
- A minimum of five (5) years of tourism industry experience. Previous DMO leadership experience preferred.

The Convention & Visitors Bureau Pinehurst, Southern Pines, Aberdeen area is a drug-free workplace and Equal Opportunity employer and E-verify Participant.

In compliance with the Immigration Reform and Control Act of 1986, the Convention & Visitors Bureau Pinehurst, Southern Pines, Aberdeen area will employ only those individuals who are US citizens or legal aliens authorized to maintain employment in the United States.

All applicants tentatively selected for this position will be required to submit to a pre-employment drug test and post offer physical.

**Submit your resume to:**  
**Chairwoman Bonnie McPeake**  
**Convention and Visitors Bureau Search Committee**  
[bonnie@mcpeakehotels.com](mailto:bonnie@mcpeakehotels.com)

**Additional information available at [www.homeofgolf.com](http://www.homeofgolf.com)**



*Home of American Golf*

## POSITION OVERVIEW

**Pinehurst, Southern Pines, Aberdeen Area CVB  
President & CEO**

**Pinehurst, North Carolina**



## **About Pinehurst, North Carolina**

Of course, a getaway to this storied region of south-central North Carolina isn't defined just by championship golf on some of the world's finest courses brought to life by some of the world's most acclaimed designers. On a broader scale, as first-time visitors soon discover, this is a rare place, one that lets you thoroughly distance yourself and blissfully insulate yourself from the grind of daily life. It awakens your sense and stirs your soul. Unhurried, uncommon, it's that and so much more.

Nearly everywhere you turn, new discoveries await, including nature's finest handiwork. The area is rich with Scottish heritage and historic towns and villages, some first settled as far back as the late 1700s, then emerging in their own right, after the railroad arrived a century later. Explore them the way they should be, on foot, and note the particularly sandy soil that millions of years ago served as coastal beach dunes.

People still come here for the sweet, leisurely pace and the unspoiled beauty, for its charming past and its growing future, and for its rightful honor as the top golf destination on the East Coast and one of the most popular in the world. Conveniently located midway between New York and Florida, an equal distance from the Appalachians and the Atlantic, the Sandhills region remains a special destination where you can truly unwind for a while. And it's a magical place to live too.

The North Carolina Sandhills strikes a fine balance between a rigorous daily life and the elements of a rejuvenating vacation. Early settlers found the prospects of commerce and hospitality enticing. Now, legions of golfers play our world-class courses. Equestrians take to the saddle to hone their jumping skills, or they savor a ride on a crisp autumn day. Entrepreneurs find the area favorable for business development, and artists and writers are inspired to create great works.

### **Overview**

The Board of Directors for the Pinehurst, Southern Pines, Aberdeen Area CVB are seeking the next CEO to lead their county's tourism development efforts for this world-renowned North Carolina destination. The CVB was created by North Carolina legislation in 1987, and looks to replace the retiring CEO who has successfully guided the operations/growth of the Bureau for the past 29 years.

### **Organization**

The Moore County Tourism Development Authority d.b.a. the Convention & Visitors Bureau, operates as a component unit of Moore County Government, and is funded primarily via a 3% room occupancy tax on county lodging, which in 2017 generated \$ 1.6 million. Moore County is the 29<sup>th</sup> most populated county in the state, and the 11<sup>th</sup> largest tourism economy, generating \$ 484 million annually in visitor spending, which supports the second largest employment sector in the county.

The current staff composition consists of seven full-time members, as well as a team of volunteer ambassadors that assist with the operation of a Welcome Center, located in the Village of Pinehurst near the CVB offices. The Bureau employs a three-year strategic business plan to direct its mission as a destination marketing/management organization and utilizes numerous partnerships within the county, state, and region to extend its impact and reach. As the liaison between potential visitors and the local travel industry, the Convention & Visitors Bureau is the information clearinghouse, convention/visitor management consultant, promotional agency, and catalyst for economic, product and social development and information renewal. The Bureau brings together the interests of government, trade and civic organizations, and individual travel assets along with suppliers (hotels, motels, golf courses, restaurants, retailers, tour agencies, attractions, ground transportation operators) to brand and market Moore County thereby driving more visitors and meetings/events to the area.

## **Major Responsibilities**

- Overall management of operations for Destination Marketing/Management Organization (DMO) in one of the state's leading resort communities which operates as a NC Public Authority and component unit of Moore County Government.
- Adhere to the NC Governmental Fiscal Control Act and oversight via the NC Local Government Commission, to insure sound fiscal financial policies/controls are adhered to, including monthly financial reports to the Board.
- Responsible for the preparation of the annual operating budget encompassing all activities and operations of the Bureau.
- Develops and implements with staff a 3-year Strategic Business Plan tied to integrated Performance Measurements/Metrics for the organization and staff.
- Develop long-term strategies for tourism product development to assure the destination remains relevant and sustainable.
- Fully responsible for the hiring, training and supervision of the CVB staff.
- Formulate the development of destination marketing programs, insuring all CVB communications meet the highest standards of the organization and community represented.
- Ensure the destination brand is fully leveraged at all local, state, and national levels.
- Maintain an excellent working relationship with municipalities' elected officials and staffs.
- Manage contracts with vendors such as advertising agencies, as well as other contract service providers for research, public relations, etc., holding them accountable for services provided.
- Serve as the communities' spokesperson on key tourism and destination issues, and other public policy issues.
- Develop long-term strategies to ensure continuing education of staff and work with the local tourism industry on work force preparedness.
- Confirm all equipment and equipment contracts meet the needs of the CVB and meets Moore County's acquisition/lease policies.

## **Skill Set & Requirements**

- Experienced, dynamic, and successful destination marketing organization industry professional with proven leadership experience.
- Experience working with boards and/or multiple stakeholder groups.
- Familiarity with open meeting laws/requirements.
- Creative marketing expertise with brand enhancement, proven experience with media (digital, print, social) and public relations, and an understanding of marketing initiatives and tactics.
- Respected as an influential, strategic thinker within the industry.
- Impeccable work ethic and passion for the task at hand.
- Knowledge of marketing, business theories, practices, and procedures.
- Knowledge of budget development with the skills to administer the budget and allocate limited resources in a cost-effective manner.
- Strong interpersonal and leadership skills.
- Familiarity with and knowledge of Moore County and the surrounding region.
- Possess and maintain personal automobile.
- Technologically savvy, and proficient in Microsoft Word, Excel and PowerPoint.
- Ability to travel regionally/nationally.
- Possess and maintain a valid driver's license with clean DMV record.
- Excellent verbal, written, and presentation skills.

## Education & Experience

- A Bachelor's degree from a four-year college or university in Business Administration, Marketing, Public Relations, Communications, Tourism, or related field.
- A minimum of five (5) years of tourism industry experience. Previous DMO leadership experience preferred.

## Characteristics

Strong Communicator	Professional	Self-motivated
Strategic	Politically Savvy	Driven
Entrepreneurial	Organized	Open / Transparent / Honest
Collaborative	Team Player	Inclusive / Equitable / Fair

## Mission Statement

The Convention & Visitors Bureau (CVB) is Moore County's economic development agency responsible for travel and tourism marketing, promotion, brand relevance, product development, and visitor services. The CVB will devise strategies to enhance the County's tourism brand value and product to accommodate the next generation of visitors, thereby stimulating the local economy and enhancing the quality of life for residents and visitors alike.

## Policy Statement

Bureau marketing funds are used to directly promote convention and tourism business rather than to fund local events, attractions, meetings or organizations. By responsibly and equitably managing public dollars provided primarily through Moore County's hotel room occupancy tax, the Bureau will serve the interests of the visiting public while enhancing Moore County as a whole.

## Staff Vision Statement

The CVB values its employees, constituents, and customers responding to their needs by:

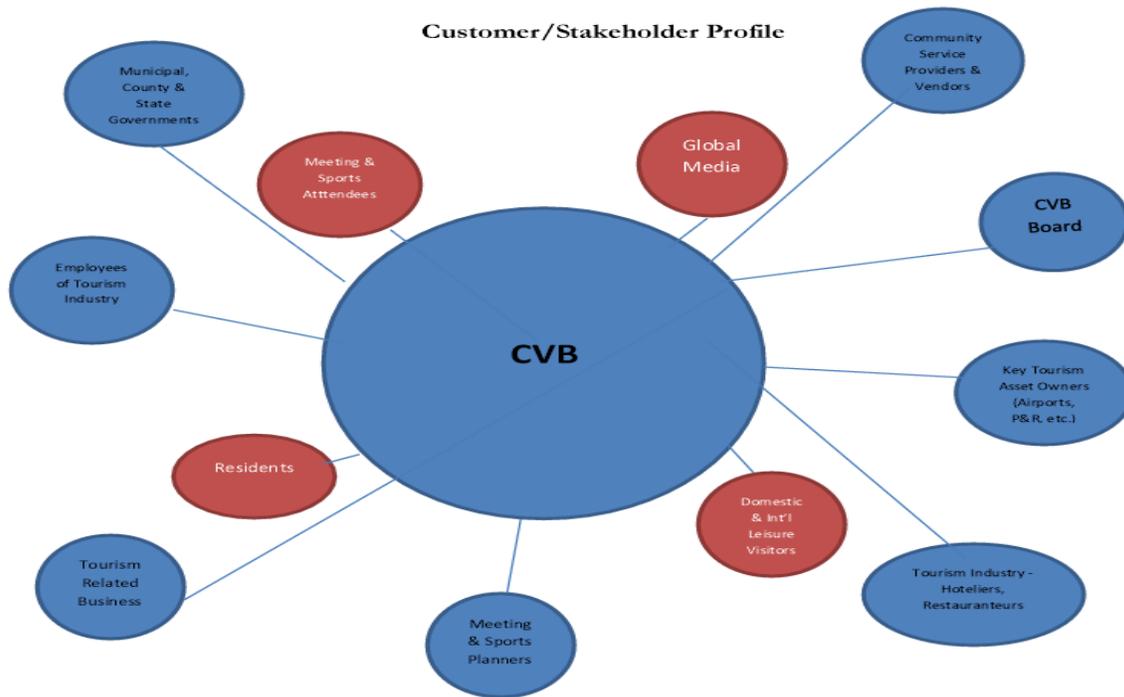
- Open and collaborative decision making
- Responsible use of resources
- Values creative thinking and decision making
- Fair, diverse, safe and desirable working environment
- Investment in the improvement of resources, technology, products and prices

## Brand Promise

- For more than 100 years, visitors have come to regard The Home of American Golf® as one of the premier golf and recreational destinations in the world.
- Our invitation: Visit the Home of American Golf® to relax, share and celebrate in our history, landmarks, events, culture, amenities and people. We promise to deliver an unforgettable experience in our quaint towns and villages, be it for a golf vacation, leisure travel, business travel, or a meeting or other event.
- The Home of American Golf® will serve as the core of all our destination marketing applications, and will define this unique and authentic visitor experience.

## Brand Creation

The Convention & Visitors Bureau Pinehurst, Southern Pines, Aberdeen Area created and administers this distinct brand working in partnership with hundreds of hospitality-based businesses and other stake holders (other businesses, municipalities, economic development agencies, and the media) in Moore County. The brand was created to highlight the experience of visiting the Pinehurst, Southern Pines, Aberdeen Area. Aligning the destination marketing efforts and resources of the CVB with the area's unique character and persona, distinguishes it from all other travel, recreational, and meeting destinations.



**Stakeholder** (8)

Meeting & Sports Planners  
 Tourism-Related Businesses  
 Community Service Providers & Vendors  
 Municipal, County & State Governments  
 Key Tourism Asset Owners (Airports, P&R, etc.)  
 Tourism Industry – Hoteliers, Restaurateurs, etc.  
 Employees of Tourism Industry  
 CVB Board

**Customer** (4)

Meeting & Sports Attendees  
 Global Media  
 Domestic & International Leisure Visitors  
 Residents

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