

**Ripley Convention & Visitors Bureau**  
**Executive Director**  
**Position Description**

**Job Summary**

The Executive Director reports to the Board of Directors and is responsible for planning, directing, managing, and overseeing operations of the Ripley Convention & Visitors Bureau in order to attract visitors to the City.

The Director serves as the public face for the Ripley CVB while maintaining daily operations and strategic planning for the CVB's growth and development in the future. The Director will work with the Board of Directors, City of Ripley Mayor and Council, Jackson County Chamber of Commerce, Jackson County Development Authority, Main Street Ripley, and other local organizations to advocate for and market the City of Ripley.

This will involve creating marketing and brand messages, developing a marketing plan and budget, creating and executing an ongoing media plan, public relations, and community relations.

This job description and the work of the Executive Director will continue to evolve as the need arises.

**Responsibilities:** The Executive Director will:

- Be opportunistic and entrepreneurial in developing the CVB and promotions related to current events and other timely happenings.
- Manage a communications strategy to include web site, social media, print, media kit, press releases, and other appropriate media.
- Build an informational database of contact information for local organizations, activities, and venues to market.
- Use various media to promote the City's dining, shopping, recreation, lodging, and attraction products to group tours and individual visitors throughout the travel industry market but concentrating efforts within a 50-mile radius of Ripley, WV.
- Create and maintain partnerships with local lodging organizations, restaurants, convention and meeting venues, activity destinations, and other local, state, and regional tourism assets.
- Develop and nurture partnerships with other tourism agencies and organizations including local and state Chambers of Commerce and the West Virginia State Tourism agency.
- Research, identify, and write grant and other revenue opportunities to support CVB projects.
- Write and edit news releases, media alerts, fact sheets, and other marketing and media related materials. Compose and edit both routine and advanced correspondence including letters, memoranda, reports, briefs, presentations, and correspondence.
- Update accreditation materials to maintain accredited CVB status.
- Maintain a pro-active approach to ensure all organizations and parts of the county are represented in CVB publications and media.
- Provide leadership in annual budget development and financial planning. Develop budget requests for large printing, media development, and website utilizing local connections whenever possible.
- Perform other such duties as may be assigned by the Board of Directors.

## Qualifications

### EDUCATION AND EXPERIENCE

- Bachelor's degree from an accredited college or university in Communications, Public Relations, Business Administration, Sales, Marketing or a related field. (Preferred)
- Five years of increasingly responsible professional experience in marketing, advocacy, or three years of communications-related education and experience.
- Demonstrated ability to lead, work independently, and manage multiple priorities.
- Ability to speak proficiently and confidently before individuals and groups.
- Proficient in software including Microsoft Office and graphic design software.
- Must have a valid West Virginia Driver's License and current automobile liability insurance that meets or exceeds WV requirements

### Classification

Full-Time, Exempt; Evenings and Weekends may be required; At-Will Employee

### Compensation/Benefits

A competitive salary and benefits package commensurate with experience will be offered. The position is located in Ripley, West Virginia.

### Application

Please email letter of application and resume with salary requirements, by **February 15, 2023**, to President, CVB Board of Directors [director@visitripleywv.com](mailto:director@visitripleywv.com)