

JOB DESCRIPTION:

POSITION: Chief Executive Officer

COMPANY: Taste the County

Taste the County is the destination marketing tourism organization for Prince Edward County, Ontario. It is a private sector, non-profit incorporated body with industry membership of more than 250 local businesses. It's a consumer driven marketing company directed by a dedicated Board of Directors and funded by membership fees, advertising & partnership funds, special events, grants and the County of Prince Edward.

JOB SCOPE:

The **Chief Executive Officer** reports to the elected Board of Directors and leads and manages the organizations resources to meet the goals and objectives determined by the Board. The Chief Executive Officer will create and implement a collaborative and innovative market driven business plan in accordance with the Strategic Plan. These plans will attract customers and visitors and raise awareness of Prince Edward County as a leading tourist destination in Canada.

MAJOR RESPONSIBILITIES:

- Responsible for the successful management of the non-profit corporation's operations, office and staff to meet the priorities as established by the Board. Open and clear communications and progress reporting will be required with the Board and its Executive on a regular basis as jointly agreed upon.
- Manage and grow the fiscal resources of the corporation with annual targets and outcomes through the creation of a comprehensive business plan – including sponsorship, grants, advertising and additional new innovative sources.
- Lead, create and implement annual strategic multi-faceted marketing strategies
- Grow and retain the membership and effectively communicate with them and other partners
- Take a leadership role in the community as the Chief Marketing Officer for tourism for Prince Edward County and work closely with tourism partners, other key organizations, The Economic Development Office of the municipality and regional agencies.
- Fulfill administrative requirements of the corporation including: assuring that the By-Laws of Taste the County are adhered to; participating in Taste the County Board and committee meetings as a non-voting member; sign contracts and other legal documents on behalf of the corporation; establish administrative policies and procedures.

KNOWLEDGE, EXPERIENCE, SKILLS & ABILITIES:

- Minimum 8 years in leading and managing a marketing driven organization, agency or business.
- Knowledge of the tourism sector or related fields, and Prince Edward County would be a definite assets
- Proven revenue development experience and management including grant writing and sponsorships
- Passion and commitment to community-based collaborations and working knowledge of non-profit Board and government relations.
- Demonstrated superior negotiation and team building skills
- Exceptional communications and interpersonal skills
- Experience in developing and implementing a organizational strategic plan
- Proven experience in financial and project management
- Post secondary education/experience preferably in or related to (but not limited to) business/associations, marketing/communications
- Experience making presentations, strong public relations and advocacy skills required
- Good working knowledge of media relations
- Creativity and innovation in developing unique marketing concepts and strategies

LOCATION: Bloomfield, Prince Edward County

REPORTING: Board of Directors

COMPENSATION:

This is a full time permanent position plus benefits.

Salary Range: 60-65K (+ potential of performance based bonus)

Occasional travel throughout Ontario

Ability to work flexible hours including occasional evenings and weekends.

PREFERRED START DATE:

March 4, 2012.