



GREATER MANKATO GROWTH, INC.

Position Description Form

Corporate Entity: Visit Mankato

Job Title: Visit Mankato Director

Position Type: Full-time Part-time Contractor Intern

Exempt (salaried) Nonexempt (Hours_____ / week)

POSITION SUMMARY

Visit Mankato Director will provide overall leadership and management of the destination development and tourism strategy for Visit Mankato as part of the Greater Mankato Growth, Inc. integrated family of business units, resulting in the growth of Greater Mankato's tourism economy.

PRINCIPAL ACCOUNTABILITIES

- 1.) Provide management and strategic direction for destination and tourism areas of work.
- 2.) Lead strategy development, execution of work plans, and measure effectiveness related to stakeholder objectives.
- 3.) Manage board and governance functions for Visit Mankato and organization-wide destination development.
- 4.) Partner and collaborate with regional, state, and local organizations to promote Greater Mankato as a tourist destination.

MAJOR FUNCTIONS & TASKS

- 1.) Provide key leadership oversight for destination management, tourism, and placemaking areas of work under the direction of the President & CEO.
 - Professional representation on behalf of Visit Mankato and related areas of work as part of Greater Mankato Growth, Inc.
 - Build and maintain positive working relationships with a variety of stakeholders.
 - Provide collaborative leadership among stakeholders related to destination placemaking.
 - Increase public awareness of existing attractions and increase development of new attractions.
 - Promote the economic impact of the tourism economy.
 - Manage the Visit Mankato team and oversee implementation of work areas which includes marketing, promotion, and events.
- 2.) Provide management, strategic direction, and accountability for Visit Mankato work plans.
 - Track and analyze trends impacting the industry to inform strategic direction.
 - Oversee the execution of the operating agreements with each municipality and that the terms of those agreements are fulfilled.
 - Develop and manage the Visit Mankato budget.
 - Research, write, and execute grant proposals.
 - Partner with local, state, and regional tourism associations as well as a variety of stakeholders to increase exposure and maximize efficiency in advertising/marketing/promotional programs.

3.) Provide support and leadership to the Visit Mankato Governance Structure

- Coordinate activity related to the Visit Mankato Board of Directors and Executive Committee. (i.e., meeting agendas, meeting notices, activity updates, and coordination with Chair on meeting content)
- Coordinate with the President/CEO of Greater Mankato Growth, Inc. regarding the creation and implementation of the strategy, budget, and the execution of local operating agreements with municipalities.

COMPETENCIES (EDUCATION & TALENT)

	ESSENTIAL	DESIRABLE
Qualifications	<ul style="list-style-type: none"> • professional presence • graduation from post-secondary institution with degree in business, marketing, organizational leadership, or related field 	<ul style="list-style-type: none"> • Master’s degree in related field
Experience	<ul style="list-style-type: none"> • Five or more years of experience working with a business or community development organization, Non-Governmental Organizations (NGO), or related community based organizational experience • proven experience with strategic planning and execution in tourism or related industry • Work experience for a destination management or tourism focused organization 	<ul style="list-style-type: none"> • Ten years of experience working in a related field
Knowledge	<ul style="list-style-type: none"> • knowledge of convention, sports tournament, general tourism, and Convention and Visitor’s Bureau (CVB) industry • ability to identify trends and opportunities that can be utilized to increase the volume of visitors to Greater Mankato • understanding of marketing principles related to the tourism industry 	<ul style="list-style-type: none"> • working familiarity with database/Customer Relationship Management (CRM) software • knowledge of the hotel/hospitality industry
Skills & Ability	<ul style="list-style-type: none"> • ability to manage and lead staff • strong public speaking and presentation skills • leadership ability to work effectively with multiple stakeholder groups • ability to write grants, respond to RFP’s, and develop marketing content • exercise independent judgment and initiative • ability to appropriately handle confidential information • ability to serve as the organizational representative, network within the community, with industry groups, and client organizations 	

JOB CONTEXT

Reports To: President & CEO, Greater Mankato Growth, Inc.

Supervises:	Visit Mankato Staff <ul style="list-style-type: none"> – Sports and Special Events Director – Destination Development Marketing Manager
Internal Team:	Visit Mankato Team Greater Mankato Growth, Inc. Team
Established Volunteer Groups:	Visit Mankato Board of Directors
Interaction:	Greater Mankato Growth, Inc. Staff and Volunteers Business leaders and representatives, community leaders, and volunteers
Financial Responsibilities:	Visit Mankato Budget
Conditions of Service:	Employment eligibility in compliance with U.S. Immigration Reform and Control Act. Travel outside of the office. Work may require attention/attendance outside of normal office hours.

DISCLAIMER

The above statements are intended to describe the general nature and level of work being performed by the person responsible for this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.