

## EXECUTIVE DIRECTOR JOB DESCRIPTION

### PURPOSE AND OBJECTIVES

The Executive Director is responsible for the leadership and management of all strategic and operational programs and plans of the organization in its mission to brand, market, manage, and staff Destination Moosehead Lake. The Executive Director reports directly and is accountable to the Board of Directors. This position is the key spokesperson for DML and is in charge of community outreach, fundraising, and relationship building with industry organizations and key stakeholders. The Executive Director needs knowledge of tourism, its current trends and non-profit management.

### PRINCIPAL DUTIES AND RESPONSIBILITIES

#### **Leadership, Governance, Management & Organizational Operations:**

Responsible for leading the organization in a manner that supports and guides the organization's mission and vision as defined by the Board of Directors and is fulfilled through programs, strategic planning and community outreach.

#### **Financial Performance and Viability:**

Responsible for fiscal management within the approved budget ensuring maximum resource utilization and return on investment while maintaining the organization in a positive financial position.

#### **Marketing and Communications:**

Implements agreed upon marketing and communication strategies, goals and objectives and tracks results.

#### **General Administration:**

Executes all Board approved policies and procedures for the day-to-day operation of Destination Moosehead Lake.

### EXPERIENCE & QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and/or ability required.

#### **Education**

- Bachelor's degree or equivalent is required, related field is beneficial.
- Training or certifications in sales and marketing management, event management, tourism/hospitality and/or non-profits management would be beneficial.
- At least five (5) years of business management experience; hospitality experience preferred.

#### **Certificates & Licenses**

- Appropriate, valid, state-issued driver's license, or ability to obtain upon hire, is required.
- Industry specific certifications beneficial.

#### **Knowledge of**

- Sales and marketing
- General management and operations of nonprofits
- Member Development
- Hospitality industry, its priorities, operating protocols, trends, and issues.
- DML missions, strategic plans, goals and objectives, federal, state and local laws, codes and regulations.
- Event Production

### WORKING CONDITIONS:

- 40 hours per week. Requires some weekends, holidays and occasional evenings.
- Requires some travel for professional events, business engagements, meetings with prior approval from Executive Committee.
- Requires use of personal car to perform some job duties throughout the Moosehead Lake Area; specifically business connections, and to maintain outreach.

Starting Salary: \$40,000-\$50,000

Send resume and cover letter to: [destinationmooseheadlake@gmail.com](mailto:destinationmooseheadlake@gmail.com)

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