



Valdosta-Lowndes County
Conference Center & Tourism Authority
EXECUTIVE DIRECTOR
Valdosta, Georgia



YOUR PARTNER IN GROWTH | Position Overview
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ABOUT VALDOSTA, THE HEART OF SOUTH GEORGIA

It doesn't take long to figure out why the Valdosta area is a choice destination. With an unending roster of unique dining choices, attractions and events and superior lodging options, visitors fall in love with the environment, the spectacular year-round weather and key location along I-75. The area distinguishes itself visually and through its stimulating experiences. It's an enchanting place to make lifetime memories and the Rainwater Conference Center is a gem in the destination's crown.

[Come play in Valdosta](#) – Catch a safari train, stroll through South Georgia architecture, strap into white-knuckle thrill rides, take up wakeboarding or experience new culinary treats, all within a 20-mile radius of the city of Valdosta.

[Experience Art](#) – Stroll through the City Center Arts District to explore local galleries celebrating the beauty of the region. Take in a performance at the Dosta Theatre or Peach State Summer Theatre.

[Thrilling Attractions](#) – Slide into our award-winning water park, view South Georgia gators from our 50-foot observation tower or feel your heart racing as you barrel down giant roller coasters.

[Family Fun](#) – Get hands-on with your herd in the heart of South Georgia when your family climbs aboard a rugged animal safari at Wild Adventures Theme Park or try crafting a masterpiece at The Brush up or Studio Imagination.

[Farms and Local Markets](#) – Enjoy the fruits of your labor when you pick your own fruits and vegetables from the garden or experience a true South Georgia farmstead on a visit to Raisin' Cane.

[Historic Sites and Museums](#) – Take a walk down the historic streets of Valdosta and experience graceful Southern architecture at its best. Hear unbelievable tales of famous gunslingers, rampaging circus elephants and presidential visits.

[Recreation, Sports and Outdoors](#) – Surrounded by lakes and atmospheric views, Valdosta is an outdoorsman's paradise. Hike through wetlands, kayak the Withlacoochee or drive a ball through pristine greens.

EVENTS

Plan your next escape to Valdosta around one of South Georgia's signature events. Visit Valdosta for the South Georgia Film Festival, Azalea Festival, Hahira Honey Bee Festival or Wild Adventures Theme Park Summer Concert Series. Click [here](#) for all the events happening in Valdosta.



COME MEET IN VALDOSTA

Valdosta doesn't just have a convenient location on I-75, huge selection of venues, amenities, lodging and restaurants. They are also a hub for exciting outdoor recreation and nighttime entertainment opportunities. From a world-class theme park to rousing escape games that meet every need and budget, they build teams in unique ways.

If you want your next meeting or event to include a heaping side of Southern hospitality, make Valdosta, the heart of South Georgia, your planning partner. Sure, we have venues and professional services to accommodate your group event. But we also have intangibles that you will find only in the South.



[Rainwater Conference Center](#) is the go-to gathering place for celebrations, educational seminars and business development events in South Georgia. We pride ourselves on attention to detail, swift response time, and creating seamless events. Our team is friendly and family-oriented which creates a warm and welcoming environment that has proven to foster friendships, as well as lasting business relationships.

Opened in 2000, the Rainwater Conference Center has modern technology built in. The 11,000 square-foot grand hall anchors nearly 50,000 square feet of flexible meeting space plus an outdoor reception area with seating for 200 guests. Seven breakout rooms and two boardrooms can be expanded or divided as needed for custom events that require a theater, banquet area, classrooms or even a wedding venue.

Five reasons to choose the premier meeting destination in South Georgia include Weather, Convenience, Character, One size does not fit all, and We've got this.



Click [here](#) for more information.

ABOUT THE TOURISM AUTHORITY

The Valdosta-Lowndes County Conference & Tourism Authority (VLCCCTA) was created in 1999 under the provisions of the State of Georgia for the purpose of establishing, maintaining, and operating the conference center and providing for tourism services. The entity is a jointly governed organization between the City of Valdosta and Lowndes County. The board of directors is composed of ten members. The City appoints four members, and the County appoints four members. The City Manager and County Manager sit as Ex-Officio members on the board.

The Authority is funded through lodging taxes assessed by the City of Valdosta and Lowndes County. While the City and County fund the Authority via lodging taxes, they do not retain an ongoing financial interest or responsibility in the organization.

Click [here](#) for more information about VLCCCTA.

POSITION SUMMARY

Job Title: Executive Director
FLSA Status: Exempt
Reports to: Authority Board of Directors

JOB SUMMARY: This position is responsible for the development, management, and administration of programs and activities; financial management, staff hiring and supervision; and long-range planning for the continued success of the Authority. The Executive Director will be responsible to lead the teams/departments that ensure a high level of service, operations, convention sales, promotion/advertising, finance, human resources, security, production, maintenance, etc. towards the achievement of the Authority's mission, goals and objectives. The ability to manage in a diverse environment with focus on client and customer services, entrepreneurship and building and growing a strong business is essential to success in this role. Ability to communicate effectively with clients, the Authority board and support staff is critical. P&L accountability and/or contract-managed service experience is required/desired. The ideal candidate will have experience with public food service/concessions and catering operations.

MAJOR DUTIES:

- Develops and implements programs and activities designed to meet the mission and vision of the Authority and exceed the goals of the organization as set by the Authority Board of Directors. Ensure the organization has a consistent positive public perception within the marketplace.
- Ensures the Authority Board of Directors is kept fully informed on the conditions and operations of the Conference Center and Tourism activities and on all important factors influencing them.
- Develops realistic and accurate operation forecasts. Monitors development of realistic and accurate component forecasts. Ensures that each component's financial performance meets the Authority Board of Directors and client forecasts, as well as satisfactorily justifying variances.
- Conducts audits and designs improvements to optimize financial performance and operational productivity. Ensures conformance with the Authority Board of Directors, government and accrediting agency standards, regulations and codes regarding food storage, preparation, sanitation and record keeping.
- Confers with board members, organization officials, and/or staff members to discuss issues, coordinate activities and resolve problems.
- Develops relationships with professional meeting planners to achieve a targeted percentage of the Social, Military, Educational, Religious, Fraternal, Governmental, and Professional Association conference business.
- Recommends to the Authority Board of Directors and implement a strategic plan to achieve tourism and financial goals comprised of local, regional and national clients/events to generate economic gain for the conference center, city and county.
- Directs the purchasing, receiving, storing and preparing of food, novelties and related products. Ensures appropriate inventory levels, equipment maintenance and sanitation standards.
- Conducts and/or monitors customer attitude/food/facility production preference surveys.
- Attends all meetings of the Authority Board of Directors and prepares monthly written and oral reports for presentation at meetings.
- Oversees design, marketing, public relations, promotions, delivery; and quality of programs, products, and services offered by the Convention and Visitors Bureau and Conference Center.
- Plans, formulates, and recommends, for the approval of the Authority Board of Directors, basic policies and programs that will further the objectives of the Authority.
- Prepares and recommends the annual budget for the Authority and prudently manages the Authority's resources within those budget guidelines according to current laws, regulations, and policies.
- Negotiates or approves contracts or agreements with suppliers, distributors, federal or state agencies, or other organizational entities.
- Reviews reports submitted by staff members to recommend approval or to suggest changes.
- Appoints department heads or managers and assign or delegate responsibilities to them.

- Executes all decisions of the Authority Board of Directors.
- Ensures consistent and equitable administration of Human Resources policies, procedures and guidelines to facilitate effective employee relations. Hires and develops staff to meet staffing and succession planning needs within the Authority annual budget. Controls staffing to operate effectively. Supervises and/or directs orientation, on-the-job training, in-service training and continuing education programs. Performs annual performance reviews.
- Submits to the Board, with recommendations, significant contracts and bids for goods and services.
- Acts as official administrative representative or spokesperson for the Authority.
- Establishes and maintains excellent community relations. Have proven ability to strengthen relationships with business, community, labor and management leaders, as well as local and state governmental officials/agencies. Participates in professional and civic activities.
- Assembles and prepares any special reports deemed necessary by the Chairman of the Authority or the Authority Board of Directors.
- Responsible and accountable to the Authority Board of Directors for all activities of the job; representing the Authority in a favorable manner in all aspects of work.
- Prepares and provides all reports, budgets, and necessary communication with local governments as required.
- Performs other related duties as assigned.

SKILLS REQUIRED BY THE POSITION:

- Ability to oversee a governmental authority including an understanding of the legal responsibilities and constraints of such an organization.
- Ability to establish and maintain effective working relationships with federal, state, regional, and local agencies, community leaders, and the general public.
- Ability to use and apply management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
- Skilled in principles and processes for providing excellent customer service. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- Strong understanding of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- Have a proven track record of meeting budgets, understanding P&L statements, and cost controls.
- Ability to read, write and speak English, with excellent grammar and communication skills (written and verbal).
- Knowledge of modern principles, methods, and techniques of facility management.
- Ability to anticipate problems and implement immediate corrective action.
- Ability to establish accurate and maintain effective relationships with Board Members, clients, employees and general public.

SUPERVISION EXERCISED: Directly supervises Director of Tourism, Director of Accounting, Director of Convention Center Sales and Events, Director of Catering/Chef, and Director of Engineering.

SUPERVISION RECEIVED: Direct supervision and instruction will come from Authority Board of Directors or Chairman of Authority Board.

OTHER SKILLS AND ABILITIES

Must possess excellent oral communication, presentation, and negotiation skills. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to relate to all people at all levels of the organization. Presents an appropriate professional image at all times. Must be a strong strategic thinker and visionary.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the job's essential functions. Reasonable accommodations may be made to enable persons with disabilities to perform the essential functions. The noise level in the work environment is usually quiet.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the job's essential functions. Reasonable accommodations may be made to enable persons with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to speak and hear. The employee is occasionally required to stand, walk, and sit. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision.

QUALIFICATIONS

To perform this job successfully, a candidate must be able to carry out each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable persons with disabilities to perform the essential functions.

EDUCATION

Bachelor's degree from four-year college or university in Hospitality Management, Business Administration or equivalent.

EXPERIENCE

Minimum 5 years in a senior leadership position in venue management and/or convention center/visitors bureau industry with a proven track record of managing and leading large-scale operations with a diverse workforce. Must have a strong orientation towards hospitality/customer service for the meeting, convention, and entertainment industry. Additionally, must possess working knowledge of facility operating standards, building maintenance, custodial, personnel and office management, including labor relations. The candidate must be able to perform effectively under significant pressure typically associated with meeting the demands and timetables of our industry. They must demonstrate business acumen with a client/customer service focus.

CHARACTERISTICS

Team builder	Strong leader	Visionary	Engaging
Community oriented	Interpersonal skills	Politically astute	Highest ethical standards

TOP PRIORITIES

1. Begin to develop strong and meaningful relationships with all stakeholders/constituents and maintain effective on-going communication. Constituents include but are not limited to staff, board, customers, industry leaders, business leaders, city, county and state elected officials, other partners and vendors.
2. Evaluate and conduct a full review of the internal organization; work with the Board, gaining buy-in to develop a strategic plan, including, but not limited to, staffing, deployment and current programs.
3. Begin to develop a comprehensive short and long term strategic sales and marketing plan.
4. Ensure that Diversity, Equity, and Inclusion is woven into the fabric of the organization and strategic plan.

If interested in learning more about this great opportunity, please respond through the [SearchWide Global](#) website or email your resume to the following SearchWide Global Executive:



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About SearchWide Global

SearchWide Global is a full service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.