



MISSISSIPPI TOURISM ASSOCIATION
EXECUTIVE DIRECTOR SEARCH
www.mstourism.com

The Mississippi Tourism Association (MTA) is currently conducting a search for an executive director to lead the organization's tourism advocacy efforts.

ABOUT MTA – THE VOICE OF TOURISM IN MISSISSIPPI

Established in 1988, the Mississippi Tourism Association has evolved and grown to be the state's official voice of tourism. MTA is an association comprised of tourism professionals established to support and empower Mississippi's tourism industry through advocacy and education. Membership is open to those in the hospitality industry as well as public service organizations and allied businesses.

Today a Board of Directors, representing all parts of the State and all segments within the hospitality industry, guides the member-based organization.

Over the past few years, MTA has strengthened both its membership base and program offerings. The Association is now known statewide as a true "voice" for the industry and works extremely hard during each legislative session to make sure the hospitality business receives proper attention on all legislative matters.

For more than three decades, MTA has represented Mississippi's tourism industry well and is poised to make even greater progress in the years ahead.

POSITION SUMMARY

Job Title: Executive Director

Reports to: MTA Board of Directors

The Executive Director shall be the full-time chief paid professional staff officer of the Mississippi Tourism Association (hereafter, referred to as organization) and shall have the official job title of Executive Director (hereafter, referred to as ED). The ED is an employee of the Board of Directors and shall report to the elected President and Executive Board.

Applicable laws, the bylaws, articles of incorporation and policies of the organization, as well as the individual employment agreement shall govern the terms and conditions of employment.

The ED shall be responsible for day-to-day operations and implementing the policies/procedures and programs/events of the organization as established by the Board of Directors. The ED, along with the executive board or appointed committee, is also responsible for the engagement of staff and other professionals.

Leadership: The ED will chart the future course of MTA, providing leadership and expertise to the MTA Board of Directors, as well as long-range planning and development for the association. The ED should develop new programs, stay abreast of national trends and issues, and be intimately knowledgeable about tourism affairs throughout Mississippi.

Financial Management: The ED will oversee, guide, and be explicitly involved in the financial planning and fiscal vitality of MTA.

Board Relations: The ED serves as liaison with the Board of Directors and implements the vision of the organization; it is imperative that the ED employ effective Board relations.

Industry Relations: The ED will serve as the face/spokesperson of the organization, emulating the utmost of professionalism, commanding respect and possessing political savvy. The ED will serve as a liaison to the Mississippi Legislature, Governor's office, and MDA/VisitMississippi.

Staff and Office Operations: The ED, with the consent of the Executive Committee or appointed Personnel committee, is responsible for the engagement and management of staff (including contract employees) and other professionals.

Vision: The ED should work to elevate MTA's brand throughout Mississippi as the Voice of Tourism.

RESPONSIBILITIES

1. The primary function of the ED's job must be to carry out the role, goals and mission(s) of the organization, as expressed through bylaws, policies, resolutions and actions of the Board of Directors. These goals and missions will evolve and change over time; from time to time, as goals are achieved or abandoned, new or even contrary objectives and/or missions may be set.
2. It is an important duty of the ED to balance various roles, duties and responsibilities of the organization.

For example: While it is an important function of the ED's positions to be outward directed, the ED must understand that another primary task is the management of the assets of the organization, the staff and operations within the MTA office. Accordingly, it will be the ED's responsibility to implement and execute any and all projects, including supervising staff on a close and frequent basis.

3. A fundamental duty of the ED is to manage the organization's finances. This entails many subtasks, the most important of which is to advise the Board frequently on the financial

condition of the organization, especially when budgeted income or expenses vary significantly; to be familiar with the organization's finances; to hire competent staff with financial expertise; and regularly to consult with those responsible for financial affairs, such as staff and the Board.

4. The ED will work to maintain the organization's competitive posture within industry trade associations. The scope of the organization is statewide.
5. The ED directs the development of short and long-range objectives, policies, budgets, operating plans for the organization, and oversees their consistent interpretation, implementation, and achievement.
6. The ED provides key performance indicators to the organization leadership on tactics and objectives annually to accomplish strategic directions. The ED manages these successfully and within the financial resources of the organization.
7. The ED represents the organization to industry groups, membership, and the general public.
8. The ED works with the organization's leadership to implement its strategic plan.
9. The ED maintains and develops effective communications and relations with the Board officers, and committee heads.
10. The ED promotes the professionalism and expertise of the organization to relevant audiences, especially the public sector.
11. The ED assists in identifying future issues affecting the trade and creates plans for the proper role of the organization in those issues.
12. An important duty of the ED is to be cognizant at all times of all Legislative activities that can impact tourism and MTA.

SPECIFIC TASKS

1. Work directly with the Publisher to produce the Mississippi Tour Guide, maintaining oversight of deadlines and status of sales, distribution, etc.
2. In conjunction with the Mississippi Development Authority (MDA) / Visit Mississippi, organize and host Legislative FAMs and all events that encompass the legislature.
3. Solicit nominations for Governor's Conference awards. Deliver nominations to an unbiased judge. Winners are then sent to ad agency in order to create a presentation for GCT where winners will be announced.

RELATIONSHIP TO STAFF

1. As the head paid professional staff person, the ED has complete control over staff, subject to oversight and general direction by the Board. The ED establishes organizational hierarchy and delegates authority and responsibility to subordinate staff regarding policies, expenditures, and other personnel issues, retaining ultimate responsibility to the Board and the organization. This means, in particular, that the ED will be responsible for exercising general supervision and oversight of staff consistent within the budget and policies as adopted by the Board of Directors.

The ED will provide daily management to the staff in its work with members and committees.

2. ED shall recommend to the Board, for their approval, the engagement of outside paid professionals and/or consultants, such as lobbyist and accountants, and those engaged from time to time to provide specialized assistance to the Board.

REQUIREMENTS

- Bachelor's degree in Business, Marketing, Hospitality, or other related field, and **five to seven** years of progressively responsible experience in the hospitality, foundation, or association management fields; or any combination of training and experience which provides the required knowledge, skills, and abilities.
- Thorough knowledge of the principles, practices and ethics of the hospitality and/or association industry.
- Thorough knowledge of the tourism industry in the state of Mississippi, including DMO's, hotels, restaurants, attractions, etc.
- Professional and persuasive oral, written, and computer skills.
- Proven ability to develop and implement a budget, to understand and oversee day to day operational finances as well and long-term financial commitments.
- Proven supervisory experience and ability to build a team.
- Proven experience with successful volunteer groups, including the organization and leadership of the same.
- Proven ability to establish and maintain effective working relationships with a wide range of constituents and staff members, encouraging and maintaining a positive work environment with all.
- Highly organized and able to prioritize and multitask.

***Disclaimer:** This position description is not a contract. The ED's agreement of employment, including term of employment, grounds for termination, and all other terms and conditions, are as set forth in the agreement of employment between the parties. In the event of any actual or apparent inconsistency between the terms of this position description and the agreement of employment or the bylaws, the agreement or bylaws, as the case may be, shall govern. With the consensus of the Executive Board, the organization reserves the right to modify this position description at its discretion, at any time.*

INTERESTED CANDIDATES

Interested individuals should submit a current resume, two letters of recommendation, and three professional references in PDF format to 2021-22 MTA Board President Marlo Dorsey at mdorsey@visithburg.org by Monday, June 7, 2021 at 5 p.m. CST.

SALARY AND TIMELINE

MTA's Executive Director salary is competitively based upon industry standards and experience. In-person interviews for finalists will be conducted in Jackson, Mississippi in June.