

Great Plains Country Association

Executive Director Job Description

Great Plains Country Association is a full-time marketing group which promotes member attractions, events and destinations through cooperative marketing programs. Membership is open to anyone who believes in our mission..."Extending aid to promoting, sponsoring, encouraging and financing projects that will result in the economic growth of southwestern Oklahoma by means of education of the public to programs of tourism, recreational beautification and cultural development."

Responsibilities:

The Executive Director shall be responsible for working with paid membership-individual tourism businesses and other tourism providers to develop and successfully implement the Great Plains Country Association marketing strategies and promote tourism development within Southwest Oklahoma. These responsibilities shall include the following tasks but not limited:

- Implementing the Great Plains Country Association Marketing Plan.
- Working closely with the Oklahoma Lake and Countries Association and Oklahoma Travel Recreation Department to ensure that GPCA fully complies with the requirements of both organizations for the operation of GPCA as a multi-county regional marketing association.
- Supervising and directing the work of other contractors hired by GPCA.
- Researching the tourism industry, including government policies and regulations and industry trends.
- Developing tourism promotion ideas based on the information from visitor and industry research and implementing the marketing plan in conjunction with GPCA Board of Directors that includes a variety of advertising, public relations, and marketing activities.
- Distribute literature to include tracking and reporting all methods of literature distribution.
- Identifying and soliciting memberships from both private and public sources and maintain good communications which includes a current roster, files, membership information packets for recruitment and retention and active relationship building.
- Monitoring, evaluating and modifying the marketing plan in cooperation with the marketing committee.
- Promoting a positive image of the tourism industry in the Southwest Oklahoma through a variety of efforts which shall include media press releases, social media, GPCA website and when reasonable leadership positions within the industry.

Great Plains Country Association
Executive Director Job Description

- Keeping Board informed of state guidelines and promotions attend industry related meetings such as OLCA and the Governor's Conference on Tourism, attend industry-related seminars, travel shows and workshops as budget allows.
- Keep Board information of state guidelines and prepare board documents and resource materials for the Board of Directors meeting and distribute in a timely manner.
- Represent GPCA at local, state and national tourism activities as budget allows.
- Working with the Treasurer and Executive Committee to ensure all financial planning and executions are completed in a timely manner.
 - Assist in the timely creation of a budget consistent with State Statutes
 - Work closely with Board Treasurer to monitor budgeted income and expenses
 - Work closely with accountant and auditor to prepare required income and expenses
 - Receive, process and deposit all funds received by GPCA
 - Prepare claims for Matching Funds program
 - Actively work to collect accounts receivables, according to guidelines set forth by the Board
 - Provide all financial records to accountant in a timely manner to facilitate payments and accurate financial documentation
- Maintain an organized office environment which shall include files, correspondence and when necessary the training other volunteers, staff or contractors to ensure the orderly continuation of GPCA business during Executive Director's absence.

Reporting Duties:

The Executive Director will report directly to the President of Great Plains Country Association. He or she shall, however, work closely with both the Executive Committee and Board of Directors and Ad Hoc committees. The offices for the Executive Director will be located in one of the fourteen counties with the expectation that the Executive Director will also be regularly available at the other locations to report.

Required Skills:

The Executive Director must be skilled in communications and marketing and possess a working knowledge of the tourism industry. He or she must have relevant experience in advertising, sales and/or marketing, be able to write effectively and work well in both professional and nonprofessional environments. The Executive Director must also have demonstrated negotiating skills and be able to act as an advocate in promoting Southwest Oklahoma as a whole and the interests of the individual membership. Must be a self-starter and consciences builder for all cooperative marketing projects. Education should include an Associate's or Bachelor's degree in a related field such as communications, business administration, finance or marketing. Comparable on-the-job training combined with extensive experience may substitute.