

**GREATER RALEIGH CONVENTION AND VISITORS BUREAU**  
**Director of Destination Development**  
**Scope of Contract Services**

**OVERVIEW:** Leads the alignment of the Wake County Destination Strategic Plan (DSP) with the designated staff of GRCVB, oversees implementation of the DSP, has complete project oversight and reports directly to the Executive Vice President and the President & CEO on the progress of the eight Priorities as outlined in the DSP. Director will be tasked with coordinating the relationship with partners as recommended in the DSP, liaising between County and twelve municipalities and ensuring that staff deliverables and organizational deliverables to partners and stakeholders are being executed. Director will be empowered to work with leaders internally and externally including the directors of the GRCVB, Greater Raleigh Sports Alliance (GRSA), Raleigh Convention Center (RCC) and other Wake County partners organizations. Director will also serve as the primary contact for the Blue Ribbon Task Force with support from the CEO and Executive Vice President.

The Director will be a connector, internal leader, external community builder, strategic planner and project director, and he/she will strive in their role to lead by example with other partner organizations and municipal leaders with an approachable and earnest executive style. Director will have the ability to further the positioning of the GRCVB and should be socially and politically savvy and sensitive where necessary, but strong, assertive and goal-oriented to see the DSP action items through while keeping the objectives of the GRCVB balanced with the municipalities' desires.

The Scope of Services will align principally to the four priorities within the DSP noted below. The full DSP is available for download or review at [visitRaleigh.com/2028](http://visitRaleigh.com/2028).

**RESPONSIBILITIES:**

**EVENTS**

**Overarching Goal:** The event management and creation process would provide the county with a standard mechanism to measure the impact of events that draw overnight visitors and provide a transparent platform that educates stakeholders and the public at large on the value and reasoning behind public funding and destination partner support for viable events that drive overnight visitation.

**Elements of an Event Management Process:**

- Identify Signature Events
- Event Funding
- Measurement and Reporting
- Calendar and Site Coordination

<http://bit.ly/2quSgK5>

## **KEY ATTRACTORS**

**Overarching Goals:** Direct efforts to identify, fund and bring programming and blockbuster exhibits to the county with local museum and destination park stakeholders. Measure visitation ROI after conclusion of high-profile events with stakeholders.

### **Elements of Key Attractor Themes**

- Physical Development
- Blockbuster Exhibitions
- Experiential Programming
- Concentrated Collaboration

<http://bit.ly/2PbNznj>

## **DESTINATION DEVELOPMENT**

**Overarching Goals:** Develop a long-term plan or set of principles with buy-in from both the hospitality and development sectors that will include consideration of a development's potential to help attract overnight visitors in the county's overall planning and development process in the future.

### **Elements of Destination Development Criteria**

- Coordinate the 1<sup>st</sup> Countywide Hotel Development Summit with Developer, Hotel and Municipal Leaders

<http://bit.ly/2JK8gR3>

## **QUALITY OF PLACE**

**Overarching Goals:** Sew a thread of destination place-making within all levels of Wake County's future. Quality of Place includes all the assets today that residents love that can be positioned for visitors to experience. It can also mean planning for the future of such a place. Quality of Place is an extension of the brand essence of the community.

- Establish a Landmark Fund for Iconic Installations and Landmark Features
- Increase Countywide Coordination for Additional Hotels and Tourism Amenities via Summits
- Encourage Creative Public Art and High-Profile Activations

<http://bit.ly/2SSM77E>

**SKILLS:**

Earn trust and respect amongst community stakeholders.  
Project management expertise, keep process on track through technology portal.  
Strong computer software skills and expert written communication skills.  
Ability to adapt to market changes, adjust and achieve results.  
Strong ability to communicate, listen and present in a variety of public meetings.  
A consensus builder, collaborator and inclusive of input from stakeholders.  
Solutions oriented, identify and recognize opportunities, offer and find solutions.  
Understanding of tourism industry, spot trends and anticipate opportunities.  
Understanding of tourism assets and infrastructure in Wake County.

**EDUCATION AND/OR EXPERIENCE:**

Four-year bachelor's degree in Business Administration, Marketing, Communication, Tourism or related major.

Five years' minimum experience in the areas of tourism, special events, museums, public administration and/or economic development.

**MISCELLANEOUS:**

Coordinate and lead monthly community stakeholder meetings  
Coordinate all Blue Ribbon Task Force activities  
Manage monthly reports and action plans to Administration and Board of Directors  
Other tasks as assigned by President & CEO and/or Executive Vice President  
Part-time contract position

Reports to: Executive Vice President

**Please submit letter of interest and resume via email to:**

Paula McChristian  
Director of Finance and Human Resources  
Greater Raleigh Convention and Visitors Bureau  
919-645-2670  
[pmchristian@visitraleigh.com](mailto:pmchristian@visitraleigh.com)

Deadline: December 17, 2018