



PRESIDENT

Position Announcement & Application Procedure

ORGANIZATION BACKGROUND

GRAND RAPIDS/KENT COUNTY VISITORS & CONVENTION BUREAU is a nonprofit organization in Grand Rapids, MI. Grand Rapids is "Michigan's West Coast," the second largest Michigan city, and is home of the Amway Grand Plaza Hotel's *1913 Room*, the only 5-Diamond Restaurant in the Midwest outside of Chicago and a new downtown JW Marriott, a luxury hotel featuring the signature restaurant *six.one.six*. Grand Rapids is also the home the Meijer Gardens & Sculpture Park.

In 2004, Grand Rapids was named one of "America's Most Livable Communities" by the *Partners for Livable Communities*. Grand Rapids is a walking downtown, with over 60 restaurants and nightclubs within walking distance.

Grand Rapids features the DeVos Place® convention center, located in the heart of downtown on the beautiful Grand River. The multi-level building provides flexible space with 1 million square feet, including a combined 200,000 square feet of exhibition space. It is dually equipped for meetings, trade shows, and conventions as well as performing arts and touring events. The downtown convention package is an enviable 800 rooms adjacent to the center with restaurants and entertainment connected via heated walkways. Visit www.Devosplace.org or www.grandaction.org.

The GRAND RAPIDS/KENT COUNTY VISITORS & CONVENTION BUREAU has a dynamic, professional staff of 25 and an annual budget of \$4.2 million with 85% generated by a dedicated hotel assessment.

GRAND RAPIDS / KENT COUNTY VISITORS & CONVENTION BUREAU'S website may be accessed at www.visitgrandrapids.org. Also visit: www.rapidgrowthmedia.com, www.rightplace.org, & www.grandrapids.org.

POSITION RESPONSIBILITIES

The President reports to the Board of Directors and is responsible for the leadership and strategic direction of the organization. An important role of this position is to effectively engage the community in order to showcase local activities to others within and outside the Grand Rapids area. This position also:

- Develops and implements the annual budget to ensure fiscal adherence and financial stability.
- Implements a comprehensive communication strategy to leverage greater awareness of Grand Rapids and to reach new audiences.
- Ensures marketing plan emphasizes brand strategy, market research, community connections, and partner relationships.
- Ensures sales plan includes building relationships, prospecting, retention, and customer service.
- Manages a diverse staff of 25 employees engaged in meeting the goals and objectives of the organization.
- Develops and enhances relationships with regional hotels and tourism attractions.
- Collaborates with local and regional business and community leaders to promote and encourage economic growth and development.

The salary range for this position is \$130,000 - \$145,000, plus incentive, company car, 401K match, and a full and comprehensive benefit package.

Visit www.hiringsolutionsinc.com for more information.
Must apply by **June 2, 2008**.
Applications taken until position is filled.

QUALIFICATIONS

Candidates interested in this position must have a Bachelor's Degree in Business Administration, Marketing Journalism, Communications, or a related field or a combination of education and experience. A Master's Degree in Business (MBA) is preferred, but not required. This position requires a minimum of ten years of leadership experience and experience in planning and directing an organization with progressive leadership responsibilities.

Successful candidates must have high integrity, possess proven results as a leader, and have strong written and oral communication skills.

TO APPLY

To receive full consideration, qualified candidates must submit a letter of interest including salary requirements and an up-to-date resume. Please indicate in your cover letter from what source you learned of this position. Strong candidates will be contacted by telephone for additional information and a possible on-site interview. Final candidates will interview with the Executive Search Committee.

The GRAND RAPIDS/KENT COUNTY VISITORS & CONVENTION BUREAU is using a search consultant and all credentials must be submitted to:

Ms. Sandra K. Soltysiak
Search Consultant
HIRING SOLUTIONS/
VARNUM CONSULTING, LLC
2104 Jolly Road, Suite 200
Okemos, Michigan 48864

You may also apply by fax at:
517-347-1243
or via E-Mail at:
apply-pres@hiringsolutionsinc.com