



131 S. Juliana St. Bedford, PA 15522

(814)623-1771 (800)765-3331

24 March, 2025

SUBJECT: Executive Director Position with the Bedford County Visitors Bureau

TO: Interested Applicants

The Visitors Bureau mission is to promote and support Bedford County as a visitor destination.

We are seeking an Executive Director to lead our team and our organization success. The ideal candidate will have a record of strategic planning, financial management, leadership and strong communication skills. The Executive Director is responsible for overseeing all aspects of our organization, including operations, budgeting and program development.

Salary will be commensurate with experience and skill level. A more detailed job description is enclosed in this letter.

If you would like to be considered for this position, send a resume and references by April 11th, 2025 to:

Bedford County Visitors Bureau - Attn: Dennis Tice
131 South Juliana Street
Bedford, PA 15522

Dennis E. Tice

Executive Director
Bedford County Visitors Bureau

BEDFORD COUNTY VISITOR BUREAU EXECUTIVE DIRECTOR JOB DESCRIPTION

The Executive Director of the Bedford County Visitors Bureau performs all duties under the direction of the Bedford County Visitors Bureau Board of Directors. The Executive Director is responsible for all professional and administrative work directing, planning and supervising the full range of activities of the Visitors Bureau.

PRIMARY MISSION

Our mission is promoting Bedford County as a visitor destination. The Executive Director serves the Board of Directors, responsible for all professional / administrative work, directing, planning and supervising the full range of activities of the Visitors Bureau.

LONG RANGE PLANNING

Develop strategic marketing plans including media schedules, public relations plans and sales plans; help develop a strategic plan to define the organization and sets the organization-wide future goals. Develop plans for advertising and promotion, financial management and legislative compliance. Coordinate with Advertising agencies and Internet developers/providers to develop effective advertising and promotion.

BOARD OF DIRECTOR INTERACTION

- Work closely with the Board of Directors to ensure a fiscally sound operation; develop & implement annual budget and marketing plans
- Prepare agenda and meeting environment for regular board meetings
- Organize sub-committee meetings within the Visitors Bureau as directed by the Board of Directors

- Brief directors about marketing and promotional activities, bills to pay, financial status and projections, analysis and long range plans
- Inform board of directors about major staff activities
- Develop and implement procedures to carry out Board directives to achieve the corporate mission and objectives

SUPERVISION

- Supervise all visitors bureau staff and operational activities
- Assure that the visitors bureau has qualified staff for fulfilling the responsibilities of the organization, as follows:
 - Appoint, train and take such personnel actions as necessary to maintain qualified staff
 - Assess and adjust compensation of second tier staff, as permitted by the bureau budget.
 - Make recommendation to the Executive Committee for enactment.
- Supervise and evaluate staff performance to assure achievement of the bureau mission and objectives.

PUBLIC RELATIONS

- Conduct television, radio and print media interviews regarding travel and tourism in Bedford County with effective presentation and writing skills.
- Write appropriate news releases regarding tourism activities and visitors bureau operations
- Offer presentations to local groups regarding Visitors Bureau activities

CREATIVE CONCEPT DEVELOPMENT

- Oversee and approve all official visitors bureau literature, advertising and productions.
- Conceptualize, write, design and produce printed literature, digital promotion and video products to promote or highlight visitor experiences to Bedford County, PA. This may include the ability to utilize professional design software to prepare printed literature in final form for printing. This may also include the ability to utilize professional video and sound equipment and video and sound editing software to produce video for Internet advertising and for informational tours.

TECHNOLOGY MAINTENANCE/MANAGEMENT

- Evaluate CVB needs regarding technology requirements such as computers, printers and software.
- Purchase required equipment and oversee the maintenance of all equipment / software.

WELCOME CENTER SUPERVISION

- Oversee and implement all policies regarding welcome center operation, construction and layout

VISITOR INTERACTION

- Meet and greet visitors as part of the visitors bureau staff
- Offer (or coordinate) guided tours to visitors once a week from June-October

PHYSICAL LABOR

- Distribute/carry boxes of promotional literature. Boxes can weigh up to 45 pounds

OTHER DUTIES

- Perform other duties as may be assigned or necessary for achieving the objectives of the bureau which have not been precluded by or reserved exclusively to the Board of Directors.