



Visit TRF is currently seeking an exemplary candidate who is competent, energetic, and highly skilled in communications to join our team as the Executive Director.

Visit TRF is the tourism and marketing organization for Thief River Falls, MN. The mission of Visit TRF is to promote the Thief River Falls area as a destination for conferences, conventions, events, tour groups, and leisure travelers, thereby enhancing the economic growth of the area.

Position:

Executive Director

Primary Objective of Position:

The Executive Director is responsible for the overall management of daily operations within the organization, to include all aspects of fiscal and daily operations, public relations, development of and operating within an approved budget and office administration. Promoting Thief River Falls as a visitor destination utilizing several media platforms, including social media and management of the organization's web page.

Skills Needed:

The Executive Director will be thoroughly committed to Visit TRF's mission. All candidates should have proven leadership, coaching, and relationship management experience with some specific skills to include but not limited to:

- Technical computer skills required on all forms of hardware - laptops, tablets, and mobile devices.
- Excellence in organizational management with the ability to set and achieve strategic objectives, and manage a budget
- Experience with community advocacy, specifically implementing, leading and managing several media/promotional campaigns
- Knowledge of special events planning and administration; working knowledge of marketing practices, policies and procedures.

Responsibilities may include but are not limited to the following:

Market Thief River Falls as a destination, with focus on overnight stays and repeat visits utilizing several platforms of media.

Develop, implement, and execute, along with the Board of Directors, the policies, procedures, budgets, marketing plans, goals, objectives and long-term planning according to the bylaws of the organization.

Assist in preparing the annual operating budget for board approval, ensure fiscal management, and apply for annual tourism grants

Prepare and administer an annual marketing plan reflecting realistic objectives within budget guidelines to include but not limited to: develop ads, secure advertising calendars and costs from various publications, reserve space in publications after contracts are signed and accepted.

Education and Experience:

Graduation from a two-year college or university with a degree in Marketing, Communications, or Business Management preferred, but not required. Candidate may have two years of related field experience or a combination of education and relevant work experience.

Employment Status:

Part-Time (24-32 hours per week)

Benefits:

Paid vacation time, paid holidays and sick time.

Salary/Wage:

Varies depending on the experience of the candidate

How to Apply:

Please send your resume and cover-letter explaining your interest and qualifications to info@visittrf.com or mail/drop off to:

Visit TRF

102 Main Avenue North

Thief River Falls, MN 56701

*a full job description is available upon request

Equal Employment Opportunity:

Visit TRF s an equal opportunity employer. We do not discriminate on the basis of race, color, ethnicity, religion, sex, gender, gender identity and expression, sexual orientation, national origin, disability, age, marital status, veteran status, pregnancy, parental status, genetic information or other characteristics or any other basis prohibited by applicable law.