

JOB TITLE: Executive Director

REPORTS TO: President/CEO

POSITION STATUS: Full-time, Non-Exempt

REVISED: November 2024

## About the job

The Visit Southeast Montana Tourism (SEMT) Executive Director will develop and implement all marketing programs utilizing public funding through the Montana state lodging tax along with private revenues. Will also be responsible for reporting duties as required in the state rules and regulations. As “the face of Visit SEMT” this position will travel throughout the region and build relations with partners and stakeholders.

Visit Southeast Montana is a leading tourism brand in Montana and is managed by the Billings Chamber of Commerce.

### What you'll do -

The overall task of the Visit SEMT Executive Director is to plan, organize, budget, direct and execute the marketing operations of the tourism region.

- **Regional Leadership:** Establish and maintain ongoing effective communications with stakeholders, government officials, business leaders and the media. Represent Visit SEMT at regional functions and at selected national activities that serve to foster the betterment of Visit SEMT’s mission. Employ vision to identify and develop destination marketing opportunities, collaborating with partners as fits.
- **Strategic Development and Implementation:** Develop an annual program of work and maintain a strategic focus that will drive visitors to the 13 counties and two Indian reservations in the region. Must develop a program of work which will serve to direct the activities of the organization to reach its goals and objectives. Must know how to formulate the program and develop the leadership, structure and reporting requirements to see that it is accomplished.

Shall present to the Board of Directors the annual plan of action and budget prior to May first of each year.

- Working knowledge of, or willingness to learn, Montana state Rules and Regulations that govern lodging tax expenditures.
- Committees: Appoint and lead committees as necessary subject to the approval of the Board of Directors.
- Financial: Lead budget development process, monitor revenue to expenses to stay within parameters as approved by board and collaborate with accountant on all budget items. Ensure all financial and supporting documents match Rules & Regulations for annual audit.
- Public Relations/Earned Media: Responsible for familiarization tours, media pitches and media relations. Develop working relationships with community leaders, event planners and attraction managers, among other regional stakeholders, be knowledgeable of PR opportunities.
- Brand Manager: Develop and maintain the integrity of the brand standards for the region and work to tie in Destination Montana (tourism) brand standards.
- Marketing: Ad agency liaison, knowledge of media buys, creative development, social media, photo/video library, publication development.
- Digital Communications: social media, oversee websites, e-blasts and newsletters.
- Stakeholder Communications: electronic, print, face-to-face communications and frequent updates to report on success. Maintain stakeholder database.
- Board Governance: Report to progress to Board of Directors on regular basis; manage Board communication, meetings, onboarding and related details.
- Supervisor staff, which may include Content Manager, Marketing Specialist and/or Intern; manage workload, review timesheets, conduct performance reviews and budget salaries.
- Other: Frequent travel; before or after normal work hours, via auto, air, train, bus; willing and able to work evenings, weekends and/or holidays during extended summer hours or as event deems necessary. Travel may be extensive throughout Montana and the U.S. as well as possible international travel.
- Other Duties as assigned.

#### What you need -

- Bachelor's degree in marketing, communications or related field.
- Minimum five (5) years equivalent experience in marketing, public relations and digital communications. Supervisory and budget management skills area plus.
- Must possess a valid Driver's License and automobile insurance.

**What you'll get -**

Salary range of \$75k-\$85k annually DOE, generous performance based annual bonus and comprehensive benefits package including: Medical, dental, vision insurance – 75% employer paid premium; life, and long-term disability insurance; Paid Time Off; Flexible spending accounts; paid holidays and floating holidays; 401(k) 3% employer contribution & up to 4% match (must meet eligibility requirements).

**Qualified candidates submit a cover letter, three references and resume to [hr@billingschamber.com](mailto:hr@billingschamber.com) for consideration.** Full job description available at time of interview or upon request. EEO.