

Visit Lorain County Director

Visit Lorain County is a not-for-profit 501(c)(6) organization. The purpose of Visit Lorain County is to promote travel and tourism in Lorain County. VLC is charged with the task of developing an image that will position Lorain County as a viable destination for sports events, meetings and visitors. VLC serves all components of the visitor industry including lodging, restaurants, meeting facilities, attractions, tour operators, and the commercial and retail resources that are important to the visitor.

Description: Responsible for the strategic planning and operations of Visit Lorain County specifically the promotion of tourism in Lorain County.

The Director will be responsible for the following (but not limited to):

- develop and implement the strategic marketing plan and comprehensive public relations program; plan and execute advertising program;
- collaborate with related agencies/businesses and organizations; develop feature stories about VLC;
- develop and disseminate literature, information kits, travel writers' information and electronically/digitally disseminated materials;
- entertain visiting VIPs, tour operators, travel agents, travel writers, business planners; etc.
- staff Visit Lorain County booth at trade shows, events and festivals; and
- direct staff efforts to support strategic marketing plan.

The Director of the Visit Lorain County operates the CVB in keeping with the policies and procedures established by the Board. Reports directly to Visit Lorain County Board of Trustees.

Knowledge and Skills Required:

- Strong interpersonal, computer and written communication skills are required.
- Knowledge of tourism industry, public relations, group tour development, local facilities and activities.
- Ability to exercise discretion and independent judgement as performance of the duties of executive director.
- Knowledge of Lorain County is strongly encouraged.