

President/CEO

About the Company

Niagara Falls, Ontario, is a signature Canadian tourist destination that boasts 14 million visitors a year from all over the world. Niagara Falls Tourism (NFT) is the official destination marketing organization responsible for the growth of tourism in this globally competitive marketplace. The organization brings a strong competitive brand that attracts increased visitation, generates significant economic activity, and is the number one employment sector to the City of Niagara Falls.

Job Summary

Inspiring the organization to new heights collaboratively with a seasoned Board of Directors, the President/CEO leads Niagara Falls Tourism, its staff, and the stakeholders of our community in achieving NFT's mission of generating economic impact for the Niagara Falls destination through generating room nights, convention and group bookings and visitor spending.

Responsibilities include providing leadership and oversight to all destination marketing plans and programs (including digital marketing and social media); sales strategy and programs; developing objectives and research-based strategies for marketing meetings, conventions, and events; board, staff, and stakeholder management; organizational governance; membership growth strategies; sponsorships and partnerships; committee management; PR and communications; and budget, financial, and organizational management.

Desired Skills and Experience

The ideal candidate will possess the proven ability to research, develop, and implement a strategic marketing plan for a premier tourism destination; 10+ years' experience in a senior or executive level travel/tourism sales and marketing role; direct experience leading a board driven organization; proven track record as a consensus builder coupled with strong organizational, interpersonal, written and oral communication skills; DMO or RTO experience preferred; and not-for-profit or membership based organizational experience. The candidate must demonstrate extensive knowledge of local, regional, national and international tourism trends, as well as an ability to apply solid financial principles to attain organizational budgetary goals.

This exciting opportunity to join a remarkable organization comes with competitive salary and benefits commensurate with experience.

All inquiries, referrals, and resumes (with covering letter) shall be submitted before **January 20, 2019** to HR@Niagarafallstourism.com

Niagara Falls Tourism is an equal opportunity employer committed to building a diverse workforce. Niagara Falls Tourism believes in fostering an inclusive, equitable, and accessible environment that brings people together to realize their full potential. We are committed to compliance with all applicable legislation including providing accommodation for applicants with disabilities. Please advise us at any point during the recruitment and selection process if you require accommodation. Personal information is collected under the authority of The Municipal Act and will only be used to determine suitability for this position. We thank all applicants for their interest, but only those advancing through the selection process will be contacted.