

**POSITION TITLE:** Director, Convention & Visitors Bureau

**DUTIES:** Under the supervision of the Executive Vice President for Economic Development, coordinates and carries out the activities of the Convention and Visitors Bureau of the Olathe Chamber of Commerce.

**REPORTS TO:** Executive Vice President for Economic Development

**PRIMARY RESPONSIBILITIES:**

1. Supervises and initiates bureau projects and programs with the approval of the Chamber President, CVB Advisory Council and Board of Directors that are designed to attract visitors to the Olathe community.
2. Prepares and administers a budget for the bureau in accordance with the contract between the Olathe Chamber of Commerce and the City of Olathe.
3. Promotes interest and participation in bureau activities by the Chamber's membership and local groups. Maintains a volunteer base to support the activities and efforts of the bureau.
4. Aggressively recruits conventions, conferences, business meetings, sports tournaments/championships, and other events that draw visitors to Olathe; provides services to those event planners.
5. Provides services to major attractions and special events in Olathe that draw significant numbers of visitors to Olathe.
6. Works with a publisher, the Senior Vice President for Community Relations and Technology, and the CVB Advisory Council to update and publish the *Olathe Visitor's Guide* and other visitor printed materials.
7. Works with the Senior Vice President for Community Relations and the Information Systems Administrator to provide a dynamic, up-to-date presence on the Web site as well as e-mail communications with constituent groups.
8. Oversees CVB staff's generation of hotel revenue – establishing rebate contracts with hotel properties not subject to the Olathe guest tax to generate revenue from overflow events.
9. Supervises and initiates Sports Commission projects and programs that are designed to attract visitors to the Olathe community with the approval of the President, the Advisory Council and the Board of Directors.
10. Serves as director for the NAIA Championships and the Olathe Marathon.
11. Coordinates all sporting event-related volunteer committees such as facilities,

housing (hotels), event personnel, ticketing, sponsorships, transportation, hospitality, public relations, promotions, merchandise, community outreach and medical.

12. Manages and promotes all sporting events commissioned by the Olathe Chamber of Commerce.
13. Acts as a liaison between the Olathe Chamber of Commerce and sports organizations, city agencies, facilities management and outside professional service firms throughout the Greater Kansas City area in conjunction with related sporting events.
14. Oversees development of sports venues – coordinating with School District and Parks & Recreation Department to maximize useful sports marketing venues.
15. In cooperation with the Vice President for Sales and Marketing creates sponsorship packages and coordinates fund raising activities.
16. Creates a system for progress and milestone checks.
17. Informs the President and other officers and members of the advisory council and board of directors regarding activities of the bureau and other factors regarding the policies and activities of the bureau as specified in the formal contracts.
18. Maintains effective relations with other organizations, media, the city, county and the general public in the community.
19. Oversees recruitment of volunteers as needed.
20. Participates in staff and management meetings of the Chamber.
21. Assists with maintaining a professional facility image.
22. Performs other activities as necessary for the CVB and Olathe Chamber of Commerce.