



POWERED BY

Buncombe County Tourism
Development Authority

Job Title: Manager, Executive & Strategy
Reports to: President & CEO
Department: Executive Office
FLSA Status: Exempt

Position Summary:

The Manager, Executive & Strategy manages the operations of the Executive Office and provides strategic and confidential support to the President & CEO. This role's top priority is to support the CEO by ensuring time is used most wisely in the pursuit of organizational priorities by managing effective functions with optimal coordination and communication across the executive team as well as with Buncombe County Tourism Development Authority (BCTDA) members. Serving as a trusted advisor, this position regularly updates and consults with the CEO and is a key liaison to internal and external stakeholders. This position works closely with the staff and collaborates across the organization, focusing on planning, processes, outreach, and outcomes, to increase internal and external alignment, productivity and success.

Essential Duties & Responsibilities:

Executive Management

- Strategically manage CEO's priorities, meetings, communications, calendar, and travel. Serve as gatekeeper, aiding in CEO's effectiveness, focus and engagement.
 - Implement strategies and projects, supporting key relationships to further the reach and productivity of the CEO.
 - Create and track long-term engagement and travel calendar; manage CEO's daily schedule and calendar and monitor and manage incoming communications as appropriate. Arrange CEO's travel and obtain/prepare required documentation; travel with CEO when needed.
 - Manage and execute scheduling and/or preparations for internal and external meetings, conferences, and events, including agendas, communications, materials/documentation and research. Ensure CEO is well prepared for participation.
 - Collaborate to manage and oversee effective executive team meetings and communications. Accompany the CEO to meetings and/or attend meetings to represent the CEO as necessary and take notes.
 - Collaborate with key staff to support the execution of strategic projects of importance to the CEO.
 - Create and manage systems and processes to streamline CEO and executive team operations. Support the tracking and timeline completion of action items and deliverables. Help determine and implement measures of success; monitor and evaluate progress.

- Manage BCTDA board meetings and board communications.
 - Schedule, plan and manage effective BCTDA meetings, including meeting content/agenda, material distribution, speaker engagements, technology integration (in-house, off-site, or remotely), and related workgroups and activities.
 - Ensure timely and relevant communication regarding all BCTDA-related matters; ensure updates regarding program implementation/advancement of strategic priorities are reflected in updates, progress reports and meeting agendas.
 - Manage and distribute all meeting communications in accordance with NC open meetings laws, to include public hearings and receipt of public comment.
 - Take timely and accurate minutes and distribute accordingly.
 - Communicate with the City of Asheville Clerk and Buncombe County Clerk regarding BCTDA board member vacancies and monitor the process of voting member appointments.
- Organize and lead internal working groups or cross-functional teams; develop and implement systems and standards to support effective business plan implementation; implement and/or manage additional priority initiative projects. Identify where key initiatives align with other key external stakeholders.
 - Successfully project manage and provide recommendations across organizational strategic imperatives, initiatives, key results, and measures. Ensure objectives are executed with intention to meet the mission of the Authority.
 - Manage cross-functional strategic projects, increasing alignment and productivity across the organization by focusing on planning, processes, outreach, outcomes, and reporting.
 - Manage cascading communications and reporting processes across the organization.
- Manage the Executive Office budget as directed and process CEO expense reports, as needed. Maintain files and records of the Executive Office.

Team Leadership

- Accountable for the day-to-day workload, contributing to a cohesive, effective, and accountable team in consistent alignment with Explore Asheville's values. Actively participate in team meetings and initiatives.
- Lead and/or participate in meetings/planning/initiatives to support strong workplace culture and successful performance/execution of organizational strategy. Elevate and solve issues, support change, and ensure the maintenance of productive processes.
- Represent Explore Asheville/BCTDA at meetings and industry functions and before the public. This may include making presentations to a wide range of groups.

Other Responsibilities:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice. There may be times where this position is asked to help other team members with their work, completing tasks outside of this description.

Qualifications:

- Bachelor's degree with a minimum of 5 years of experience in executive support, working with diverse groups, partners, and constituents. Preferred degree in Business Administration, Public Administration, Political Science, Communications, or other related field -OR- any combination of education, coursework, and/or technical training necessary to meet position requirements.
- Experience effectively supporting a CEO and a commission/board of directors.
- Experience supporting the execution of communication strategies.
- Appreciation for Buncombe County's tourism community.
- Must be able to use sound judgment and discretion.
- Well-organized, self-motivated, and comfortable in a fast-paced environment.
- Proficiency in Microsoft Office Suite.
- High attention to detail.

Physical Environment & Working Conditions:

The work environment and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work involves working alone on the computer, collaborating as part of a team, or working closely with others by computer or over the phone.
- Most work tasks are performed indoors.
- Must be able to sit or stand at a desk for up to 7.5 hours per day.
- Requires grasping, writing, being mobile, repetitive motions, listening and hearing ability and visual acuity.
- Attendance of outside work functions after hours are required.
- Position is expected to spend time in the community on a regular basis.

Travel:

Some local travel, generally within Buncombe County, is required, but not extensive. Must have a valid driver's license, current automobile insurance and own or have access to an automobile when needed.

EEO Statement:

Explore Asheville provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by applicable federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Explore Asheville strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures.

About Explore Asheville:

The Buncombe County Tourism Development Authority (BCTDA) oversees the work of Explore Asheville, which develops and carries out advertising, marketing, public relations, and group sales plans to inspire leisure and business travelers to visit Asheville and Buncombe County. In 2021, the BCTDA adopted strategic imperatives that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward. These strategic imperatives include:

- Delivering balanced & sustainable growth
- Encouraging safe & responsible travel
- Engaging & inviting more diverse audiences
- Promoting & supporting Asheville's creative spirit

In addition, the Explore Asheville staff has adopted and embraced the following core values:

- Innovate & Evolve – We seek out new ideas and are open to change.
- Leadership & Collaboration – We focus on the truly important priorities to make the most positive impact.
- Equity & Empathy – We respect and embrace differences recognizing real progress requires inclusion.

What we offer:

Explore Asheville offers a competitive benefits package that includes a Paid Time Off program with 19 days to start, 11 annual paid office holidays, employer-provided medical, dental, vision, life, short-term disability and long-term disability insurance, plus 401k with a company match, and employee wellness benefits.