



**JOB POSTING :**  
**Executive Director**  
**Visit Rome, WI, Inc.**  
**Rome, Wisconsin 54457 | Adams County**

The Town of Rome is centrally located to many population centers and a natural gathering place in Central Wisconsin. Our Destination offers visitors four seasons of activities such as golfing, ATVing, hiking and biking, cross country skiing and snowshoeing, water skiing, lake sports, trapshooting, snowmobiling, camping, and events that take place throughout the year. Rome's "small-town" feel and picturesque beauty make it a desirable location for business development as well as an ideal environment to live, work, and play.

**MISSION STATEMENT :**

The mission of Visit Rome, WI, Inc. Destination Marketing Organization is to leverage recreational assets to promote the Town of Rome as a premiere Outdoor Destination, resulting in economic prosperity and growth for businesses and organizations.

**ORGANIZATIONAL HISTORY :**

Visit Rome, WI, Inc. became a 501(c)6 non-profit Destination Marketing Organization in February 2018.

**POSITION SUMMARY:**

The Executive Director is the chief operating officer of the corporation and is responsible for the functioning of the organization under policies established by the DMO's Board of Directors.

**REPORTS TO :**

Visit Rome Board of Directors

**DUTIES :**

- Responsible for planning, directing, and managing all Visit Rome, WI, Inc. Destination Marketing Organization activities and operations.
- Takes a leadership role in seeking opportunities to address new trends and needs of the community and tourism and travel industry.
- Supervises and evaluates the performance of the Visit Rome Tourism Assistant.
- Plans and coordinates the annual budget, including work and vision planning. Collaborates with Accountant for annually prepared Audit and keeps financial records and supporting documents.

- Plans and coordinates activities related to community and tourism promotion and marketing. Oversee creation and development of a marketing plan. Plans and coordinates festivals and special events.
- Designs or works with a Graphic Designer to develop collateral marketing pieces.
- Advises Town staff on initiatives relating to tourism and administrative issues. Works closely with the Town Administrator to ensure economic growth and development.
- Sets the social media plan, updates tourism websites and social media outlets, monitors online activity.
- Produces Annual Report for the Town of Rome and presents every December to the Town of Rome Board of Directors.
- Partners with local recreation user groups such as D.R.A.F.T., Rome Farmers Market, Tri-Norse, Rome Sno-Bandits, Dyracuse Recreational Park, Bird City, and others.
- Writes and submits State of Wisconsin/Federal Grant applications related to the organization's mission and work.
- Maintains an efficient office and Welcome Center. Responds in a timely manner to in-person, phone, and email requests and inquiries.
- Advises Visit Rome, WI, Inc's Board of Directors, Town Administrator and Town officials on initiatives. Attends monthly Visit Rome Board Meetings and presents Tourism Report, Digital Statistics Report, and Financial Report Update.
- Serves on Boards and Committees; communicates with public, civic groups and prospective customers/vendors.
- Other duties as directed by the Board of Directors.

### **QUALIFICATIONS :**

- A Bachelor's Degree in Marketing, Public Relations, Communications, Business Administration or related field is preferred.
- Leadership experience in marketing, tourism, hospitality or Convention and Visitor Bureau industry, or related field.
- Working knowledge of SquareSpace or similar website platforms, Google Analytics, QuickBooks (or other related Accounting Software), and social media platforms.
- Strong overall leadership skills including management, strategic planning, financial and resource planning/management.
- Effective communication skills, emotional intelligence, good judgment, and the ability to establish and maintain effective working relationships and a commitment to public service.

### **COMPENSATION & APPLICATION DEADLINE:**

Pay range for this position is based on experience.

Benefit Package including: Cell Phone Reimbursement, Simple IRA Match, and Health Insurance  
Stipend is negotiable.

**Application Deadline: August 16, 2021.**

Submit Application including Cover Letter and Resume to:

Email:  
[visitromewi@gmail.com](mailto:visitromewi@gmail.com)

OR

US Mail/Hand Delivery to:  
Cameryn Kwaterski  
Visit Rome, WI, Inc.  
1154 Apache Avenue  
Nekoosa, Wisconsin 54457

**APPOINTMENT/SELECTION:**

The Board of Directors approves selection based upon merit and qualifications.

***Visit Rome, WI, Inc. is an Equal Opportunity Employer.***