

JOB POSTING: President and Chief Executive Officer, Halifax County (NC) Convention and Visitors Bureau

The Halifax County (NC) Convention and Visitors Bureau is seeking a President and Chief Executive Officer to lead the official destination marketing organization for Halifax County, North Carolina.

About Halifax County

Halifax County is located in eastern North Carolina on the Virginia/North Carolina state line, on Interstate 95 exactly halfway between New York City and Jacksonville, Florida. Its strategic location also places it equidistant from the urban centers of Raleigh and Richmond (a drive of less than 90 minutes from both cities).

Halifax County is perhaps best known as the home of the Halifax Resolves, a document created by the North Carolina Provincial Congress on April 12th, 1776. The Halifax Resolves empowered North Carolina's representatives attending the Continental Congress in Philadelphia to vote for independence from Great Britain and are generally considered the first official act of any colony for independence.

Halifax County is also known for an abundance of outdoor recreational activities that include popular Lake Gaston, Medoc Mountain State Park, the world's largest collection of waterfowl at Sylvan Heights Bird Park, and North Carolina's "longest" museum, the Roanoke Canal Museum and Trail. The county of nearly 50,000 residents features the historic city of Roanoke Rapids and several other charming communities, and a high quality of life.

About the Halifax County CVB

The destination marketing activities of the Halifax County CVB are powered by a dedicated 5% lodging tax on all overnight accommodations in Halifax County. This revenue enables the CVB to invest nearly \$2 million annually in its program of work. The CVB is governed by a 12-member board of directors which includes nine voting members and three ex officio members. The current President and CEO will be retiring late in 2026, and under her leadership the CVB has developed strong relationships with local tourism partners and elected leaders, a dynamic program of marketing outreach, and a solid track record of success.

Executive Experience Requirements

The President and CEO must possess demonstrated executive leadership experience in destination marketing, tourism, hospitality, economic development, community development, public administration, or a related field. The ideal candidate will have a

proven record of managing complex organizations, leading high-performing teams, developing strategic partnerships, and achieving measurable economic impact.

Required Qualifications:

- Bachelor's degree in Business Administration, Marketing, Tourism Management, Public Administration, Hospitality Management, Economic Development, Communications, or a related field.
- Minimum of seven to ten years of progressively responsible executive leadership experience, including at least five years in a senior leadership role with direct responsibility for strategic planning, budget management, staff leadership, and organizational performance.
- Demonstrated experience managing annual operating budgets of \$2 million or greater and accountability for public or quasi-public funding sources.
- Proven experience reporting to and working collaboratively with a Board of Directors, elected officials, governmental agencies, and community stakeholders.
- Experience developing and implementing long-range strategic plans and translating those plans into measurable annual objectives and outcomes.
- Demonstrated success in destination marketing, tourism promotion, hospitality sales, economic development, community development, or a related field involving stakeholder collaboration and public engagement.
- Experience leading and managing multidisciplinary teams including marketing, sales, visitor services, communications, administration, website development, and project management functions.
- Strong understanding of tourism economics, occupancy tax legislation, destination development, visitor behavior, and economic impact measurement.
- Proven ability to secure partnerships, sponsorships, grants, cooperative marketing agreements, and other funding opportunities.

Preferred Qualifications:

- Certified Destination Management Executive (CDME) designation or commitment to obtain certification within a specified period.

- Experience serving as the chief executive of a destination marketing organization, convention and visitors bureau, tourism authority, economic development organization, hospitality company, or similar organization.
- Experience managing destination marketing budgets exceeding \$2 million and overseeing integrated marketing campaigns across traditional, digital, and emerging media platforms.
- Experience working within a public-private partnership environment and navigating local, state, and federal governmental processes.
- Demonstrated success in community consensus-building, stakeholder engagement, tourism product development, and destination stewardship initiatives.
- Experience representing an organization before governing boards, county commissioners, city councils, tourism authorities, legislative bodies, and industry organizations.
- Experience utilizing data analytics, customer relationship management (CRM) systems, digital marketing platforms, artificial intelligence tools, and business intelligence systems to drive organizational performance.
- Demonstrated success in crisis communications, reputation management, and organizational leadership during periods of change or uncertainty.

Leadership Characteristics:

The successful candidate must be a visionary leader who can balance strategic thinking with operational execution. The individual must possess the ability to inspire staff, build consensus among diverse stakeholders, advocate for the tourism industry, communicate effectively with elected officials, and position Halifax County as a premier visitor destination while enhancing quality of life for residents.

The President and CEO must be equally comfortable presenting tourism economic impact data to county commissioners, negotiating partnerships with tourism industry leaders, speaking to civic organizations, overseeing a multi-million-dollar budget, and leading innovative destination marketing initiatives in an increasingly digital and data-driven environment.

The President and CEO serves as the organization's chief strategist for digital transformation and emerging technologies. He or she will ensure Halifax County remains competitive through innovative destination marketing, data-driven decision making, and adoption of new technologies that improve visitor engagement and organizational effectiveness.

Compensation and Benefits

Salary is competitive and commensurate with experience. The anticipated hiring range for this position is expected to begin at \$100,000, with flexibility up to \$145,000 for a highly qualified candidate, depending on experience, qualifications, and Board approval.

A generous benefits package is provided, including Local Government Retirement, 401K match, employee-paid health insurance, phone allowance, and car allowance. The salary to be offered to the President and CEO will be determined based on a consideration of the candidate's skills and experience. The Halifax County CVB is an equal opportunity employer.

Additional Information

Finalist candidates are expected to interview in person in Halifax County. Candidates will be reimbursed for reasonable travel expenses related to the interview.

Please submit your resume and letter of interest via email to the Halifax County CVB's search consultant, Chris Cavanaugh of Magellan Strategy Group, at ccavanaugh@magellanstrategy.com. Phone inquiries about the position will not be accepted. The position will remain open until filled.