

# Discover Klamath Visitor and Convention Bureau

## Klamath Falls, Oregon

### *Position Overview*

**Title:** Executive Director  
**Reports To:** Discover Klamath Board of Directors  
**Location:** Klamath Falls, Oregon  
**Salary Range:** \$65,000 - \$90,000; Dependent on Experience & Qualifications

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### **JOB SUMMARY**

Manages the daily operations of Discover Klamath Visitor and Convention Bureau (Discover Klamath). Leads the execution of Discover Klamath's strategic and financial plans as approved by the board of directors. Develops and oversees marketing and promotional strategies to increase visitor traffic, length of stay, and spending of visitors from out of the area. Plans and coordinates work to enhance the region's image as a destination for visitors, conventions, corporate meetings, business travelers, tournaments, tours, and events.

### **DUTIES & RESPONSIBILITIES**

*This job description reflects the assignment of essential duties and responsibilities – it does not prescribe or restrict the tasks which may be assigned.*

#### **ESSENTIAL DUTIES:**

*The Executive Director is responsible for overseeing operations of the organization and managing its staff and resources.*

- Directs execution of the strategies, goals and objectives of the organization
- Recommends and administers policies and procedures
- Develops and manages an annual board-approved budget
- Develops and implements annual marketing plan; adjusts when necessary due to internal or external factors
- Selects, trains, supervises, and evaluates the performance of subordinates; assigns work activities; monitors workflow; and ensures all programs are conducted in an efficient and timely manner and in compliance with applicable policies and procedures
- Prepares and presents written and oral reports regarding the activities and services of Discover Klamath
- Coordinates and attends all Discover Klamath Board of Directors meetings; makes regular reports to the Board of Directors regarding Discover Klamath's performance
- Responsible for the operation of Discover Klamath's Visitor Center; Analyzes visitor and other data for management purposes

*The Executive Director represents Discover Klamath to the public, allied partners in the hospitality industry, and collaborating agencies.*

- Represents Discover Klamath as a liaison to Klamath Falls City Council, Klamath County Board of Commissioners and state and federal legislative delegations
- Engages directly with key stakeholder entities to ensure open communication and appropriate execution of strategic initiatives. This may include, but is not limited to regular communication with the entity's point of contact, regular attendance at meetings, or participation as a board or advisory committee member
- Serves a liaison to local, regional and state destination marketing organizations and associations

- Serves as liaison to local, state, and national meeting planners in coordinating conventions and events to be held in Klamath County
- Collaborates effectively with state, local and regional economic development leaders
- Establishes and maintains relationships with hospitality industry partners including lodging operators, restaurant operators, outdoor recreation providers, venue operators, tour companies, event planners, etc.

*The Executive Director is a leader in the local recreation and tourism industry and coordinates efforts to advocate and educate on trends and issues in the industry that impact local tourism.*

- Educates and informs Klamath County lodging operators about Transient Room Tax (TRT) and other issues impacting regional tourism by establishing regular and direct communication
- Educates Klamath County voters and public stakeholders about TRT and other issues impacting regional tourism
- Collaborates with local and regional allies to best leverage available TRT funds
- Advises local and regional agencies regarding tourism-related projects and the issuance of tourism-related grant funding
- Attends and participates in professional associations and committees; attends conferences, conventions, trade shows, and special events
- Maintains knowledge of trends and innovations in the tourism and convention industry

**NON-ESSENTIAL DUTIES:**

- Other duties as required or assigned.

**QUALIFICATIONS**

**MINIMUM EDUCATION & EXPERIENCE:**

- Demonstrated supervisory experience; **AND**
- Bachelor's degree in marketing, communications, public relations, public administration, business administration or a closely related field; **AND**
- Five or more years full time management experience in marketing, hospitality and tourism, public relations, economic development or closely related field; **OR**
- An equivalent combination of experience & education

**PREFERRED EDUCATION & EXPERIENCE:**

- Significant career experience in fields related to management and/or marketing
- 10 years directly related and progressively responsible work experience in the convention, visitor, hospitality and/or tourism industry

**KNOWLEDGE, SKILLS AND ABILITIES NEEDED TO PERFORM THIS ROLE:**

- Computer and technology proficiency including Microsoft Excel, Word, Outlook, PowerPoint, social media, and database software; willingness to adapt to new technologies
- Ability to effectively supervise the work of others
- Excellent written, verbal, and interpersonal communications skills
- Ability to prepare, read, interpret and comprehend complex reports and data
- Ability to prepare, read, interpret and comprehend financial reports
- Professional level understanding and working knowledge of marketing, advertising, and communications principles and practices in the areas of radio, television, print production, video production and web-based tools
- Working knowledge of laws and regulations related to regional, local and state tourism.
- Comprehensive knowledge of, or demonstrated ability to quickly learn about, Klamath County's regional tourism assets
- Excellent judgment and decision-making skills

- Ability to collaborate effectively with members of the media, the public, staff, industry partners, partner agencies, business leaders, and elected/appointed officials from diverse cultural, social, economic and educational backgrounds
- Must be able to work independently in the absence of direct supervision

**TO APPLY**

Visit the Discover Klamath website to download and complete the application.

<https://industry.discoverklamath.com/jobs-at-discover-klamath/>.

Submit the completed application, along with a cover letter and/or resume, to: [jobs@discoverklamath.com](mailto:jobs@discoverklamath.com).

*Position open until filled.*