



Discover the Original™

POSITION OVERVIEW

**VISIT VANCOUVER USA
DIRECTOR OF BUSINESS DEVELOPMENT**

Vancouver, WA





WELCOME TO VANCOUVER WASHINGTON

Nestled between the Pacific Ocean and The Cascade Mountains, on the north bank of the Columbia River, Vancouver USA is as naturally beautiful as it is diverse. Explore our [things to do](#) and you will find no other city in the Pacific Northwest offers such a combination of [colorful history](#), [recreational activities](#), charming [shops](#), extraordinary [restaurants](#), a burgeoning [craft brew scene](#), charming hospitality and premier [events](#).

WHY VANCOUVER

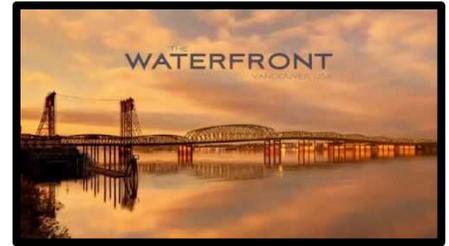
1. **Rising Profile** - Vancouver's status as an up-and-coming destination has been cemented with the addition of not one but two new waterfront developments. The buzz has only further built with several high-profile Portland businesses and restaurants jumping the river to open in Vancouver, including Hopworks Urban Brewery, Smokehouse Provisions (helmed by Bravo's Top Chef contestant BJ Smith), and the global headquarters of Banfield Pet Hospital.
2. **Downtown Appeal** - Home to local breweries, coffee shops, a historical theatre, kinetic sculptures, and so much more, Vancouver USA's Main Street was voted among the top five best in the West by *Sunset*. Explore the [Arts District](#) during the First Friday of each month by watching a glassblowing demonstration, visiting a local art gallery, or mingling with regional artists.
3. **Local Flavor** - The [Vancouver Farmers Market](#) is the largest outdoor market in Southwest Washington, boasting 250 vendors showcasing artisan crafts, hand-stitched fashion items, and organic produce. Local foodie hot spots like Nonavo even source their seasonal veggies and dishes from the market, which was recently ranked eighth in the country by *The Daily Meal*.
4. **Living History** - One of the oldest permanent settlements west of the Rockies, Vancouver's rich history comes to life at [Fort Vancouver National Historic Site](#). Visitors can grab a lantern and follow a national park ranger down the pathways of history while demonstrations by reenactors bring to life the 1840s-era frontier fur trading post. History here takes all shapes and forms, including the five-mile Waterfront Renaissance Trail with interpretive markers.
5. **Outdoor Lifestyle** - Vancouver USA offers an array of [recreational activities](#) such as kayaking on Lacamas Lake or fishing on the shores of the Columbia River. Miles of hiking trails wind through lakeside paradises and dense forest groves in the surrounding areas. For unparalleled views and picturesque natural beauty, the [Columbia River Gorge National Scenic Area](#) is just a short drive away.
6. **Original Events** - From multicultural festivals and dining month, to wine tastings and seasonal favorites, Vancouver hums year-round with [unique events](#). Annual favorites include Three Days of Aloha—which brings Polynesian food, art, and culture to Esther Short Park—and the whimsical, eco-inspired Recycled Arts Festival. Free concerts and movies keep visitors and residents alike entertained throughout the summer, and October brings the month-long culinary celebration [Dine the Couve](#).

ABOUT VISIT VANCOUVER USA

If you're a true original through-and-through, Vancouver USA has all the ingredients you'll need for your next career move. Nestled between the Pacific Ocean and the Cascade Mountains across the Columbia River from Portland, Oregon, Vancouver USA lives up to its reputation as "the original"—founded 29 years before our neighbors to the north in Vancouver, B.C.

With historic roots and a vibrant downtown in a metro area of 2.5 million residents, Vancouver combines the casual, laidback personality of a midsized city with all the urban buzz of a major metropolitan destination.

Coming in 2018, the \$1.5 billion [Waterfront Vancouver](#) will open 32 acres of prime real estate on the Columbia River adjacent to downtown. One of the largest mixed-use projects on the West Coast, the development will include residential units, office space, a seven-acre waterfront park and a six-floor, 120-room Hotel Indigo. Also in the works, the Port of Vancouver USA has started work on the [redevelopment of Terminal 1](#), which will include mixed-use buildings, a 150-room AC Marriott hotel and a year-round public market.



Visit Vancouver USA is the official destination marketing organization for Vancouver USA and the surrounding areas. The organization also markets the region as a venue for sports events through the [Vancouver USA Sports](#) brand. Visit Vancouver USA's mission is to increase visitor spending in Vancouver and Clark County through competitively marketing the area as a destination for [meetings](#), [conventions](#), [sporting events](#), [group tours](#) and leisure travelers.

Click [here](#) for the 2017 Annual Tourism Report.

OUR TEAM

Visit Vancouver USA is the official destination marketing organization for Vancouver, Washington and the surrounding area. Our nine-person business development and marketing team passionately promotes Vancouver to tourists, business travelers, meeting planners, and convention delegates. We have our fingers on the pulse of Vancouver's newest developments, upcoming events, and latest attractions. Together, our efforts have helped fuel tourism to the area, which generated \$472 million in visitor spending in 2016.

Team members here enjoy competitive benefits, including PTO, paid holidays, medical insurance, and employer-matching 401k. As a Washington-based organization, we have no state income tax for Washington residents. We work out of a cyclist-friendly office space in downtown Vancouver with a fast-paced but small and familial work environment.

For more information visit: www.visitvancouverusa.com.

SUMMARY OF POSITION

The Director of Business Development & Services is the strategic business leader of the Business Development and Convention Services Departments and a major contributor to the overall success of the Visit Vancouver USA hospitality industry. The Director is responsible for achieving sales booking goals and the financial performance of the department. This position leads the Business Development and Services team to build long-term, valued-based, customer relationships that enable achievement of sales objectives. The Director proactively positions and markets the city of Vancouver WA, and manages the department budget to enable activation of initiatives to meet business objectives.

Strategies focus on delivering products and services to meet or exceed the needs and expectations of our clients. The Director also provides leadership and direction in creation of strategies and development of comprehensive programs that will integrate sales resources in order to fulfill Visit Vancouver USA's mission and long term strategic objectives. This position will report to the President and CEO and serves on the Executive Management Team.

DIRECTOR OF BUSINESS DEVELOPMENT & SERVICES - SUPERVISION OF OTHERS

- Two Business Development Managers
- One Destination Services Coordinator

EDUCATION AND/OR EXPERIENCE

- Four-year bachelor's degree in Business Administration, Marketing, Communication, Hotel and Restaurant Management, or related major or related industry experience.
- Five or more years of sales leadership experience.
- Experience must include demonstrated success in a senior level leadership position in the travel/tourism and hospitality industry specifically in the areas of sales and marketing.

IDEAL BACKGROUND, KNOWLEDGE, SKILLS AND ABILITIES DESIRED

- Previous convention hotel or DMO leadership experience is required.
- Knowledge of the meetings and tourism industry, its distribution channels, and its customer base is critical.
- Excellent written, verbal and interpersonal skills.
- Ability to clearly express complex thoughts, ideas, statistical results and management concepts in oral and written form.
- Experience in complex contractual negotiations.
- Good analytical and interpersonal skills, high attention to detail, accurate documentation and follow through.
- Must be an exceptional listener.
- Strong quantitative analysis skills.
- Knowledge of Vancouver WA, Portland OR and/or Pacific Northwest destinations will be looked upon favorably.
- Ability to absorb and manage a workload requiring irregular evening and weekend hours and regular out of town travel.
- Excellent organizational skills and ability to meet deadlines.
- Ability to prioritize and handle multiple projects simultaneously in a fast-paced environment.
- Ability to write strategic plans and sales plans for Visit Vancouver USA.
- Must have knowledge of computer software applications in word processing, spreadsheets, databases, and presentation software (MSWord, Excel, PowerPoint, Outlook, and Simpleview CRM).

CORE COMPETENCIES AND CHARACTERISTICS NEEDED

- Ability to work collaboratively.
- Persuasive sales and negotiation skills.
- Politically savvy.
- Exceptional attention to detail.
- Ability to create and outline procedures as well as execute processes with appropriate follow up and accountability.
- A natural relationship builder with a high likeability factor.
- Excellent team building skills; proven success with employee training, mentoring, development and managing a diverse team.
- Effective interpersonal skills, maturity, good judgment and capable of communicating in a professional manner with a diverse range of individuals.
- A leader with exceptional problem solving skills who is a quick study and possesses a desire and willingness to learn.
- A passionate and inspirational leader that can support and act within a team environment.
- A motivated self-starter.
- A successful track record building alliances with a wide range of constituents.
- A team leader who works well in a collegial management environment but is equally comfortable in a more competitive sales environment.
- Excellent communication and presentation skills.
- Demonstrates high integrity at all times.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develops and implements sales plan in concert with the organization's Strategic Plan and objectives.
- Directs implementation and execution of sales policies and practices.
- Ensures communications are coordinated, supports sales plan objectives and meets organizational expenditure requirements in conjunction with Marketing and Communications Department.
- Recommends sales strategies for improvement based on market research and competitor analysis.
- Implements approved distribution strategies.
- Manages multiple-channel selling strategies.
- Builds, develops and manages sales team capable of carrying out needed sales and services initiatives.
- Develop and implement direct sales projects and programs, targeting all long-term market segments assigned including, but not limited to the following: Sales Missions, Direct Mail, Familiarization Trips, Trade Shows, Special Events, Hospitality Events, Telemarketing, Direct Sales Travel, and Web-site programs, promotions and publications.

- Oversees coordination of the hospitality community sales efforts in attracting meetings, tradeshow and convention segments.
- Ensures all definite bookings and hosting obligations have proper signatures on letters of agreement, variances, and hotel commitments for all long-term bookings.
- Follow up with audit results performed by finance department.
- Ensures that the sales team is focused on selling to future groups at all times and that definite booked groups are appropriately turned over to convention services, allowing future sales to be made.
- Works in concert with Marketing and Communications department on marketing initiatives to reach our customers.
- As a member of the Executive Management Team, assist in developing the vision and long term business strategy for an integrated organizational sales and marketing effort.
- Works closely with direct reports to manage and lead the departmental team's efforts in each functional area. Conducts regular meetings with them and schedules regular departmental meetings.
- Establishes and maintains on-going effective communications with clients, members, partners, other industry leaders and important stakeholders. Serves on committees and boards as strategically defined by the President & CEO. Attends and participates in various DMO and industry events, trade shows, marketing and sales missions, etc. Ensures direct reports do the same in their respective areas of responsibility.
- Assumes lead role in preparing and presenting annual sales plan and budget. Analyzes and measures progress against plan as it was approved by the President & CEO, providing relevant information and communications on a regular basis as required.
- For each functional area of responsibility, monitors results of the team's efforts, acknowledges successes, and sees that any corrective action is taken when required. Communicates to President & CEO and Board on a regular basis, keeping them well informed of efforts, results and planned actions.
- Attends regular meetings, retreats and other meetings as required. Demonstrates positive support of the DMO mission. In all personal actions, supports and complies with the organization's policies and procedures, performance standards and code of ethics.
- Performs other duties as assigned.

KEY PRIORITIES FOR THE FIRST 6-12 MONTHS

1. Begin to develop strong and meaningful relationships with all stakeholders/constituents and maintain effective on- going communication. Constituents include but are not limited to clients, staff, hotel community, industry leaders, business leaders, elected officials, other partners and vendors.
2. Assess production goal and end of year results.
3. Assess the team and how best to maximize their talent, and establish FY 2019 room night goals and initiatives.
4. Assess industry partnerships and present recommendations.
5. Work closely with President and Executive Management Team to facilitate a strategic plan.

If this could be a great opportunity to extend your professional reach, please respond though the [SearchWide](#) website or email your resume to the following SearchWide Executive:



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About SearchWide

SearchWide is a full service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.

