



Skagit Tourism Bureau
CHIEF EXECUTIVE OFFICER
Skagit County, WA



YOUR PARTNER IN GROWTH | Position Overview
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ABOUT SKAGIT VALLEY

Skagit offers many possibilities to create your very own custom-made adventure, filling your emotional tank and restoring your sense of connection and well-being. From the sweeping vistas of the Valley to the rugged coastline and pristine mountains, Skagit County has something to whet every appetite. So spread your wings, unleash your imagination, and take flight, expand, relax, rejuvenate, reset.

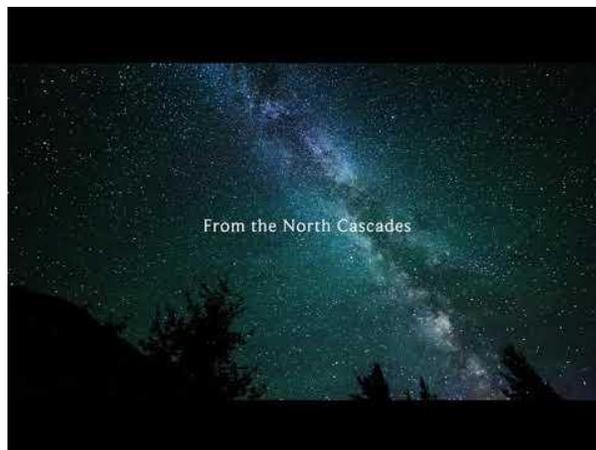
From [Whale Watching](#) to [Whitewater Rafting](#), Skagit has things to enjoy during every season. Check out the [Skagit Bird Festival](#), [Daffodil Festival](#), [Skagit Beer Week](#), [Tulip Festival](#), [Festival of Family Farms](#) and much more.



Whether you are kayaking, biking or hiking soak up all the nature and wildlife Skagit has by exploring all parts of Skagit. **The Mountains:** The North Cascades are named after the abundant waterfalls that lace the mountains. **The Valley:** The Skagit Maritime Valley has over 93,000 acres of active farmland. The Skagit River comprises the third largest watershed on the west coast of the continental United States with a delta graced by working farms and wildlife refuges. The Skagit Flats is one of the most popular areas for birding in Washington State. **The Coast:** The Skagit Coast shorelines, bays and islands are famous for their wildlife and views. The shorelines of Skagit County are the subject of intense research and effort as scientist seek to protect their rich diversity of life forms, from over 600 Great Blue Heron Nests to the five runs of Skagit Salmon.



Click the picture below to see all the beauty Skagit has to offer.



POSITION SUMMARY

The Skagit Tourism Bureau represents Skagit County's tourism industry and is governed by its Board of Directors. The CEO will run the organization while working closely with the Tourism Promotion Area Advisory Board that was established in 2020 to promote Skagit County tourism.

At the onset, the CEO will research the region and develop relationships in order to gain a deep understanding of the many strengths that each community offers and what they do to generate demand for travel and tourism. The position is then anticipated to evolve as the organization and its strategic plan matures into what it needs to be in order to achieve its established mission.

While leading the organization, the CEO must demonstrate the ability to generate tourism demand in Skagit County. The position will require strong leadership, operations management, marketing, and advertising, maintaining relationships and funding, while working to evolve the goals and objectives in collaboration with the Board of Directors. The CEO will also be responsible for completing the formation of the Skagit Tourism Bureau 501(c)3 paperwork for the organization.

ESSENTIAL FUNCTIONS

- Possess strong leadership, management, presentation, public speaking and general ambassadorial qualities that befit a CEO in a high-profile community role.
- Demonstrate the ability to develop and maintain relationships with formal and informal leaders and tourism stakeholders across state lines, within the State of Washington, and to a higher degree within Skagit County and its many towns and cities.
- Effectively manage with strong business acumen the non-profit organization, its employees and substantial operating budget in a professional, productive, legal, and general manner as required by the Board of Directors and in compliance with any sources of funds.
- Able to coordinate, organize, chair and effectively participate in various board and committee meetings of non-profit organizations.
- Able to identify risk and opportunity in financial, legal and other business documents.
- Produce and present reports to the Tourism Promotion Area Advisory Board. Work with multiple stakeholders to retain and renew annually the contract with Skagit County to deploy Tourism Promotion Area (TPA) assessed funds.
- Develop and maintain the positive and professional reputation of the Skagit Tourism Bureau. Function as the Bureau's spokesperson to various media, at functions, tradeshow, meetings and other events.
- Able to independently or with hired professionals conduct and oversee organized market research to identify and measure opportunity, conduct competitive analyses, develop marketing strategies, design and launch advertising campaigns, and to manage and measure the success of such campaigns while continuing to build the Skagit brand and increase awareness.
- Able to "stand back" to understand multiple points of view, find consensus and common ground between stakeholders and work effectively toward agreeable solutions.
- Able to identify the strengths and capacities of others to perform, and to delegate work appropriately.
- Able to quickly develop and implement strategies that maximize the capture of specific market segment demand, such as convention and sports tournament business, by coordinating with multiple parties (i.e. hospitality operators, retailers, cities and towns, tournament organizers).
- Good working knowledge of website and social media management, collateral development, e-commerce, public relations, group/meeting and sports sales solicitation, partnerships and research.

- Able to attend and participate in after-hours activities. Travel out of office may range from 20% to 50% per month, or as necessitated by the organization’s goals and objectives. Overnight travel will likely be required, from time to time.
- Able to use Microsoft Office and destination marketing software.
- A valid WA State driver’s license. Personal and readily available transportation.
- This CEO position is full time exempt.
- Candidates must be able to lift 25lbs.

EDUCATION & EXPERIENCE

- A Bachelor’s degree from a four-year college or university in Business Administration, Marketing, Public Relations, Communications, Tourism or related fields is highly preferred.
- A minimum of five (5) years of tourism industry experience and previous DMO leadership experience is preferred.

KEY CHARACTERISTICS

- Consensus builder
- Listener
- Strong communicator
- Confident yet humble
- Adaptable and resilient
- Strategic yet tactical
- Politically savvy
- Creative
- Strong business acumen
- Relationship builder
- Outgoing and positive

TOP PRIORITIES

1. Learn and immerse self in Skagit County, meet and begin building relationships with stakeholders, city and county officials.
2. Work with the Board of Directors to create a strategic plan for Skagit Tourism Bureau.
3. Craft a marketing plan and strategy, including brand, website and digital presence.
4. Build the organization from the ground up, including budget, processes, structure, etc.

If interested in learning more about this great opportunity, please send your resume to the SearchWide Global Executive listed below.



Nicole Newman, Vice President | SearchWide Global

www.searchwideglobal.com | newman@searchwideglobal.com

951-640-3745 (mobile)

About SearchWide Global

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