



Position Announcement: Executive Director, Willamette Valley Visitors Association

The Willamette Valley Visitors Association (WVVA) is seeking a qualified and innovative Executive Director to manage the organization. WVVA is the Regional Destination Marketing & Management Organization (RDMMO) for the Willamette Valley and competes for the RDMMO contract from Travel Oregon every six years – serving at the pleasure of Travel Oregon. WVVA was recently awarded the contract in effect July 2019 through June 2024.

The Executive Director will manage all of WVVA's programs and ensure the highest return on all strategies. Understanding, executing, and reporting upon the program analytics and metrics is essential. This position requires a savvy, motivated and visionary leader with preferred experience in regional tourism development. Top candidates will be well versed in strategic planning, financial management, administration, marketing, product/destination development, stakeholder development and human resource management.

Education and/or Experience

- Bachelor's Degree with 3-5 years of experience in tourism, project management, communications or related field, and/or
- An equivalent of 3-5 years of experience and training that would provide the knowledge, skills and abilities required for the successful performance of the essential job duties.

WVVA's Executive Director will:

- Represent the seven counties within Travel Oregon's definition of the Willamette Valley (SW Clackamas, Marion, Polk, Yamhill, Linn, Benton, East Lane)
- Demonstrate exceptional professional communication skills
- Lead and inspire an experienced and accountable team of marketing professionals
- Manage and execute an annual budget of \$920,000 dedicated to marketing development and adhering to contractual obligations
- Develop and execute a strategic marketing and development plan that directs tactics to reach market segments with compelling messaging
- Expand stakeholder relationships and engagement
- Manage outside independent contractors to meet budgets and project goals
- Prioritize, manage multiple projects, negotiate and create new ideas in a fast-moving environment
- Be a polished communicator with excellent public speaking and presentation skills
- Be approachable with excellent interpersonal skills that lead to collaborative partnerships
- Have experience with working with a Board of Directors
- Have the ability to travel domestically and internationally as required

How to Apply:

Qualified individuals should submit a current resume, three reference and a cover letter to WVVA Board President, Irene Bernards at ibernards@TravelSalem.com. Candidate cover letter, resume and any other documents should be electronically submitted in PDF format **no later than 5:00pm on May 9, 2019**. Please state **“WVVA ED Search”** in subject line.

The cover letter should include the following information:

1. A summary of your qualifications as they relate to the requirements of the position. Include details about your experience in managerial/executive leadership, budget/finance, governance, personnel management and destination marketing.
2. A statement as to why you believe your education, training and experience make you the best candidate for the position.

About WVVA:

- Formed in 1989
- Mission: The Willamette Valley Visitors Association’s mission is to build awareness for the Willamette Valley as a premier year-round travel destination through marketing, sales and destination development. WVVA serves as the Regional Destination Marketing and Management Organization for the Willamette Valley and seeks to drive visitor expenditures and economic impact to all parts of the region.
- 2019-20 Budget: \$920,000

Salary & Benefits:

Employment Terms: Exempt / full-time position / **Responsible for** the operation of the WVVA office. Provide professional leadership to the Board of Directors and staff. The Executive Director will serve in accordance with the Association’s bylaws and mission statement.

Reports to the WVVA Board of Directors and is under the supervision and direction of the Board President and Vice President.



Additional Information

Director Responsibilities

Recommend and implement the directives, strategy and policy decisions of the Board of Directors

Plan, manage and implement activities designed to achieve a coordinated and integrated program of marketing and development within the Willamette Valley

Maintain continuity and consistency in carrying out WVVA’s long-range plans

All operating issues / Day to day operations (e.g. physical location, technology, HR)

Budget

- Development and oversight
 - budget development with staff input, preparation, budget reconciliation with accountant, review with WVVA Treasurer, present to Board (approval needed), oversee review and audit, create financial safety policies and procedures, use general accounting principles, check signing authority
- reporting
 - financial systems and reporting (e.g. monthly/quarterly financials, review and audit)

Supervise staff (e.g. hire, terminate, evaluate, train, HR management)

Maintain industry relations (e.g. Travel Oregon, WVVA Board Members, ODMO, ORLA, stakeholders, state agencies and public & private agencies)

Manage the creation, implementation and evaluation of WVVA's biennial plan with staff (approval from board)

Board of Directors meetings

- Set all meetings
- Prepare and collect all materials for meetings (e.g. agenda, financials, monthly program reports, previous meeting minutes, present)
- Work with WVVA Board President to structure meetings
- Oversee the details of Board meetings (e.g. location, AV, meals)

Responsible for grant writing to fund projects that support the work of WVVA

Manage and implement WVVA's contract with Travel Oregon (RFQ in 2025-26)

Develop and implement a speakers bureau

- Be the "face" of WVVA speaking/presenting throughout the Valley to increase WVVA's understanding and to engage stakeholders.

Review all public facing press regarding the Association

Serve as media spokesperson for the Association

Provide public testimony that impacts the tourism industry, when appropriate

Oversee the strategy which the Association's brand is used (e.g. website, publications, social, advertising)

Manage leisure travel market research projects (work with Travel Oregon)

Ensure regional equity of promotions and campaigns throughout the Willamette Valley

Attend all RDMO meetings

Serve on the hiring committee for Association subcontractors such as: advertising agency, firm or individual; photographers; web designer, market research firm, Visitors Guide distributors etc.

Complete monthly, quarterly and annual reports

Participate in WVVA activities as needed (e.g., fam tours, grant review)

Wine Country Plate Marketing (Region 2)

Manage and implement WVVA's contract with Travel Oregon to manage the Wine Country License Plate program on behalf of Regions 2 (Clackamas, Linn, Benton and Lane counties) and work with Region 1 (Marion, Polk and Yamhill counties) on collaborative Projects.

Work with staff and WVVA Board to oversee the advisory committee, develop, implement and evaluate the marketing plan for Region 2 utilizing designated Wine Country License Plate funding.

Associations/Committees

Willamette Valley Visitors Association (WVVA).

Travel Oregon (a.k.a. Oregon Tourism Commission)

RDMO meetings

ODMO meetings

Miscellaneous Requirements

Work on other duties as assigned

Responsible for clerical needs

Requires some evenings, weekends and travel

Unencumbered Oregon Driver's License required

Must be able to lift a minimum of 30 pounds