



## POSITION OVERVIEW

### VISIT VANCOUVER USA PRESIDENT & CEO

Vancouver, Washington

**Position:** President & CEO  
**Compensation:** Based on Experience  
**Status:** Full Time, Exempt Position  
**Reports To:** Executive Committee

#### POSITION SUMMARY:

The President and CEO is responsible for the overall management of the Tourism Office and the Sports Commission including budget development and oversight, staff supervision, community and government relations and board governance. Serves as lead representative for the agency and is a passionate and involved advocate for the tourism industry locally, regionally and nationally.

#### JOB DUTIES AND RESPONSIBILITIES:

- Ensures alignment of Tourism Office initiatives to the strategic direction stated in the mission and vision of the organization
- Develops and maintains effective organizational policies and ensures all Tourism Office activities are implemented within these established policies, guidelines, laws and ethical standards.
- Oversees all administrative, operating, financial, sales and marketing functions of the Tourism Office
- Advises the Chairman of the Board, Board of Directors and such other committees as designated
- Attends all meetings of the Board of Directors and other designated committees in an advisory non-voting capacity
- Works with the senior leadership team and the Executive Committee in the preparation of the annual budget and presents it to the Board of Directors for approval.
- Manages organizational spending, monitors budget compliance and adheres to the financial policies of the organization in accordance with State laws
- Leads the development and implementation of the strategic sales and marketing plan with input from the board and staff

- Establishes and maintains ongoing effective communications with community stakeholders, partners, City and County government leaders, the media, business leaders, convention and event planners, and the local tourism industry
- Accountable for building and leading a high-performance team, ensuring alignment and collaboration to achieve organizational results.
- Directly supervises senior leadership positions and establishes goals for individual departments and supports staff in order to achieve those goals.
- Oversees and approves all contractual agreements with vendors, including lease agreements and contracts for services.
- Represents the Tourism Office at selected local, state, regional and national meetings, including acting as the media spokesperson and giving public/legislative testimony when appropriate.
- Take on additional projects and/or responsibilities as defined by the Board Chair.

## **COMPETENCIES**

- Leadership
- Integrity
- Accountability
- Strategic thinking
- Mission driven
- Vision
- Business Acumen
- Team builder
- Problem Solving/Analysis
- Collaboration
- Decision Making
- Results driven
- Performance management
- Excellent oral and written communications skills
- Personal Effectiveness / Credibility
- Financial management

## **REQUIREMENTS**

- College degree in Business, Public Administration or equivalent, or relevant work experience
- Five to seven years of progressive experience in a Senior Strategic Leadership role
- Knowledge of marketing, business theories, practices and procedures
- Comprehension of basic accounting and budgeting procedures
- Proven experience successfully managing multiple projects in a fast-paced environment
- Strong interpersonal skills and an ability to provide leadership
- Superior oral and written communication skills
- Experience in supervision with proven ability to recruit, train and develop staff
- Ability to work flexible hours and travel out of area to represent the organization at various industry meetings
- Independent project management skills

## **PREFERRED EDUCATION AND EXPERIENCE**

- Knowledge of destination marketing, business theories, practices and procedures
- Knowledge of budget development
- Experience leading a non-profit
- Travel industry related managerial experience
- Training or extended exposure to destination and/or economic development activities

## TOP PRIORITIES

- Be a good listener; build credibility with internal team and form strong and meaningful relationships
- Build relationships with community stakeholders and maintain effective on-going communication. Stakeholders include but are not limited to customers, board, industry leaders, business leaders, city, county and state elected officials
- Evaluate all aspects of the organizations current strategic plan; work with the Board and key stakeholders, gaining buy-in to develop and implement potential enhancements where needed to update the plan.

## WORK ENVIRONMENT / PHYSICAL DEMANDS

This position operates in an office environment. While performing the duties of this job, the employee is required to perform activities to complete the essential function of the job, either with or without reasonable accommodation. Required physical activities can include frequent keyboard fingering, talking, repetitive motions of hands and wrists, sitting, hearing and lifting, pushing, pulling, and carrying objects up to 35 pounds.

## APPLICATION INSTRUCTIONS

Please submit your resume and cover letter to Debra Ingram at: [admin@visitvancouverusa.com](mailto:admin@visitvancouverusa.com)



## ABOUT 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. 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.

The business community is thriving, with local craft breweries, wine tasting rooms, local vintage and antique shops, and an array of enticing restaurants ready to welcome visitors. An outdoor lover's paradise, the city is filled with scenic walking, running and cycling trails throughout the city, including our Waterfront Renaissance Trail connecting downtown Vancouver, the Waterfront and the Historic Reserve, home to Fort Vancouver. A little further out, nature lovers can hike the renowned Columbia River Gorge, visit the Pacific Coast and check out stunning Mount Saint Helens and Mount Hood—all within 90 minutes. You will find no other city in the Pacific Northwest that offers such a combination of stunning Waterfront, colorful history, recreational activities, charming shops, extraordinary restaurants, excellent craft brew scene, charming hospitality and premier events.

## WHY VANCOUVER

1. **Waterfront Destination** - Opened in 2018, the \$1.5 billion Waterfront Vancouver opens 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 includes 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.
2. **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, Smitty's Original Coney Island (helmed by Bravo's Top Chef contestant BJ Smith), and the global headquarters of Banfield Pet Hospital.

3. **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.
4. **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*.
5. **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.
6. **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.
7. **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

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.

## OUR TEAM

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 \$510 million in visitor spending in 2017 (the most recent year numbers are available).

Team members 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](http://www.visitvancouverusa.com)