



**The Chamber of Medford & Jackson County/Travel Medford  
Medford, Oregon**

**Position Opening: Senior Vice President, Travel Medford**

**Salary:** \$85,000

**Benefits:** Retirement, medical and mileage

**Chamber Membership:** 1300

**Chamber Budget:** \$1,700,000

**Total Number of Staff:** 4

**Population of Area Served:** 225,000

**Position Overview:**

The Travel Medford Senior Vice President is responsible for promoting the city of Medford as a convention, sports, meeting and visitor destination, and for cultural and recreational activities.

**Job Responsibilities:**

**DUTIES:**

- Plan and implement effective and aggressive tourism promotion programs.
- Aggressively promote meetings, conferences, and conventions in Medford; maintain convention files; and direct and oversee convention services and sales.
- Develop and supervise the annual Travel Medford budget.
- Educate the community and raise the awareness of the economic impact of tourism and conventions in Medford & the Rogue Valley.
- Oversee advertising ad campaign on local and regional levels working closely with staff.
- Coordinate and work with the Travel Medford Tourism Council and help Council Chair plan and coordinate monthly meetings.
- Supervise and direct the updating of tourism and convention materials, brochure inventory and the visitor packet program.
- Supervise and manage the Visitor Information Center.
- Conduct surveys and gather statistics and information on the visitor industry locally, statewide and nationally.
- Hire Travel Medford staff and oversee selection process for volunteers.
- Train and supervise Travel Medford staff.
- Provide monthly, quarterly and annual reports of department performance and report to the City Council, Hoteliers, Travel Medford Tourism Council, Chamber Executive Committee and Chamber Board of Directors.
- Oversee, as required, literature utilized in promoting Medford & the Rogue Valley.
- Promote the area, Travel Medford and The Chamber, by interrelating with other Chamber action teams and by being active and visible in the community.
- Participate, as approved by the President & CEO, in tourism/hospitality-related organizations and activities at the local, regional and state level.

**Specifications:***Required*

- At least two (2) years in travel and tourism field, nonprofit management or professional association work
- Experience in management
- Be able to work independently with minimal supervision
- Must pass a background/drug test

*Preferred*

- Bachelor's Degree
- A minimum of five (5) years of tourism industry experience and previous DMO leadership experience is preferred
- Experience in brand enhancement and management

**How to Apply:**

Send full resume and a cover letter that includes answers to following questions to:

[elim@travelmedford.org](mailto:elim@travelmedford.org)

1. Why do you want to serve in this role?
2. Why you and why here?
3. Tell us something that is unique about your leadership style.

**Deadline:**

*Open until filled*