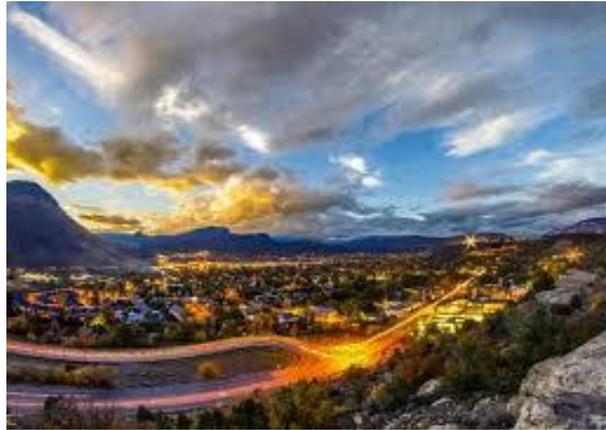




Position Overview

Visit Durango
Executive Director



ABOUT DURANGO

Nestled in southwestern Colorado's Animas River Valley and surrounded by rugged peaks, Durango is home to some of the best outdoor, historic and cultural attractions in the state. Board the historic 1880's D&SNG Railroad for breathtaking views and old-world atmosphere or visit archeological wonders and ancient cave dwellings at nearby UNESCO World Heritage Sites. Downtown Durango's National Historic District overflows with historic hotels, award winning restaurants, breweries, art galleries, museums, and boutiques. The rugged San Juan National Forest offers hundreds of miles of world-class mountain biking, hiking, rock climbing, and skiing, plus fishing and boating on the Gold Medal Waters of the Animas River. Located just 25 miles north of Durango, Purgatory Resort features 92 trails, five terrain parks and 1,360 skiable acres. Durango is easily accessible by US Hwy 550 from the north and south, US Hwy 160 from the east and west, and the Durango-La Plata County Airport. Visit Durango.org.

Visit Durango is the official destination marketing organization for the City of Durango and La Plata County. Visit Durango's mission is to increase visitor spending in Durango and La Plata County through competitively marketing the area as a destination for domestic/international leisure and group tour travelers, meetings, sporting events.



OUR CURRENT TEAM

Our three-person marketing/sales team, three contractors (PR, Social, Bookkeeper), Welcome Center Manager and part-time welcome center staff passionately promote Durango to leisure visitors, group tour travelers, business travelers, meeting planners and sports event planners. We have our fingers on the pulse of the Durango area's newest developments, upcoming events, and latest attractions. Together, our efforts have helped fuel tourism to the area, which generated \$310 million in travel spending, 3,108 jobs and \$9.6 million in local taxes in 2017 according to Dean Runyan Associates.

Team members enjoy competitive benefits including PTO, paid holidays, medical insurance, and employer-matching 401k. The Visit Durango Team works out of the Welcome Center office space in downtown Durango with a fast-paced but small and familial work environment.

FUNDING

Visit Durango is a non-profit 501(c)(6) destination management organization funded by a 2% city and 2% county lodging tax. The 2019 budget for Visit Durango was \$1,176,000, which represents 60% of total lodging tax collections. There is movement towards a ballot initiative to increase lodging tax potentially in 2020 or 2021.



Job Title: Executive Director

Compensation: This is an exempt position. Salary and benefits will be commensurate with experience and competitive with local industry standards.

Based on Experience Status: 5-7 years minimum relevant experience

Full Time, Exempt Position

Reports To: Executive Committee

POSITION SUMMARY:

The Executive Director is responsible for the overall management of the Visit Durango, including budget development and oversight, staff supervision, community and government relations and board governance. Serves as lead representative for the organization. This person needs to be a passionate and involved advocate for the tourism industry locally, statewide, regionally and nationally.

JOB DUTIES AND RESPONSIBILITIES

- Alignment of Visit Durango initiatives/goals to the strategic direction stated in the mission and vision of the organization as well as to the goals of the City of Durango and La Plata County.
- Consistently demonstrate ROI on the use of lodging tax dollars to the City of Durango, La Plata County, industry stakeholders and the community through tourism industry standard performance measurements.
- Establishes and maintains organizational policies. Makes that all Visit Durango activities are implemented within these established policies, guidelines, laws and ethical standards.

- Oversees all administrative, operating, financial, sales and marketing functions of Visit Durango.
- Advises the Board of Directors, City Manager, County Manager, Marketing Committee, Finance Committee and other committees/task forces under the direction of Visit Durango.
- Assists in organization of and attends all meetings of the Visit Durango Board of Directors and other designated committees in an advisory non-voting capacity.
- Provides direction and works with Visit Durango staff in the preparation of the annual budget and presents it to the Board of Directors, City of Durango and La Plata County for approval.
- Monitors budget, organizational spending, compliance and adheres to the financial policies of the organization in accordance with State laws.
- Overall leadership and implementation of the strategic sales and marketing plan with input from the board and staff.
- Develops 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 key positions, establishes goals for individual staff and supports staff in order to achieve those goals and professional development.
- Develops, oversees and approves contractual agreements with vendors, including lease agreements and contracts for services.
- Represents Visit Durango 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.

REQUIREMENTS

- College degree or relevant work experience.
- Five to seven years 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 both domestically and internationally to represent the organization at various industry meetings.
- Independent project management skills

COMPETENCIES

- Leadership
- Integrity
- Accountability
- Strategic thinking
- Mission driven
- Visionary
- Conceptual thinking
- Forward thinking
- Team builder
- Interpersonal awareness
- Provides motivational support
- Empowering others
- Problem Solving/Analysis
- Collaboration
- Decision Making
- Results driven
- Performance management
- Personal Effectiveness/Credibility
- Financial management

EDUCATION AND EXPERIENCE

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

CHARACTERISTICS NEEDED

- Strong leader
- Good listener
- Entrepreneurial
- Innovative
- Strategic
- Empathetic
- Flexible
- Visible
- Collaborative and Inclusive
- Politically savvy
- Strong work ethic
- Transparent and open
- Professional
- Accountable
- Relationship Builder
- Consensus Builder
- Positive and Outgoing
- Excellent Communicator



TOP PRIORITIES

1. Learn and evaluate current organizational strategy, budget, marketing plan, operations, processes and team with the goal of moving the organization into more of a destination management/sustainable model based on Destination Next guidelines to include research and measurable results.
2. Establish, build and maintain relationships through consistent communication with Board of Directors, City and County officials, industry stakeholders and the community.
3. Ensure that organizational strategy and goals are in alignment with City and County goals.
4. Build local support for Visit Durango through advocacy efforts and community engagement.

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 PROCESS

Please submit your resume to: Barb Bowman, director@durango.org and Bruce Moss, bruce@gatewayreservations.com.

Timeline:

- Resumes will be accepted until Friday, August 2, 2019
- Review of applications will be in August
- Interviews will be in September 2019

Visit Durango

durango.org

802 Main Ave.

Durango, CO 81301

