



## **Opportunity | Executive Director**

In California, Visit Visalia is seeking an Executive Director to lead its dynamic organization.

### **The Organization**

Visit Visalia is a collaboration of the Visalia Tourism and Marketing District and the Visalia Convention and Visitors Bureau (VCVB) dedicated to marketing, advertising, public relations and other promotional efforts that inspire travel to the City of Visalia. Visit Visalia works closely with local lodging properties, restaurants and attractions to foster interest in Visalia as a year-round destination for leisure, family, and meeting and convention travelers.

### **Position Description**

The Executive Director operates as the Executive Director of a destination sales and marketing organization representing Visalia, California. The Director is responsible for the management, leadership and administration of all operations, financials and programs/activities for the organization, including the functions of the traditional convention bureau, implementing and ongoing execution of a strategic plan, budget, marketing and promotions, as directed by the boards and the marketing firm for the VTMD (Visalia Tourism Marketing District). The Director is responsible for leading employees to ensure high level of services related to bureau operations, convention execution, sales, promotions, advertising, finance, human resources, publications and product development and achievement of the Board of Directors mission, goals and objectives. The experienced professional will manage the day-to-day operations of the estimated budget of 500K for the VTMD, now in its second year, as well as support and supervise a small staff (approximately 3- 4 persons). Having knowledge in sales strategies, budgeting, board management and leadership for convention and meeting business and the ability to collaborate with stakeholders, hotel/venue partners, elected officials, city staff and tourism and convention partners will be essential. The candidate for this position must have an understanding of tourism development as well as convention and meetings business with the ability to attract and retain for economic impact of the community.

### **Administration**

- Provides strategic leadership and industry knowledge while developing relationships with local/regional tourism and convention related businesses, partner organizations, hotel/venue partners, city staff, elected officials and others to ensure collaboration within the tourism/convention industry.
- Administers the policies of VTMD and CVB as defined by the goals, strategies and objectives set forth by the Boards.
- Executes organizational, managerial, and administrative duties.
- Reports monthly to the Boards.
- Recruits, hires, trains and motivates all staff personnel; responsible for staff administration, including promotion, discipline, salary review, sales goals and all associated personnel administration duties.
- Operate the organization within all legal requirements of city, county, state and federal governments and staying current on legislation as it pertains to travel and tourism industry.
- Manage city, stakeholders, partners and member relations.
- Attend key community and industry events.
- Represent Visit Visalia at industry functions.

- Act as business, industry and media spokesman for Visit Visalia.
- Personal involvement in the public and community affairs of Visit Visalia.
- Produce and present presentations to the city, members and community organizations.
- Oversee the management of special projects, plans and studies.
- Establish long term goals for the staff.
- Oversee the research of the economic impact of tourism and Visit Visalia program effectiveness.
- Continuously review comparable destinations for best practices and ideas to evolve programs and structure.
- Serves as the spoken leader for the organization by direction of the goals of the CVB/TMD and its board of directors.

### **Financial Operations**

- Prepares and manages the operating budget covering all activities for approval by the boards.
- Administers the organization's finances, including month financial reporting with the ability to execute full operations of a budget and advising the boards on necessary financial matters.

### **Marketing, Sales and Promotions**

- Creates and manage annual marketing plan(s)
- Directs activities in all areas of tourism marketing, sales and promotions, meeting and convention solicitation, and other designated services.
- Directs and assists in implementing and accomplishing sales strategies to include direct sales, sales blitzes, tradeshows, direct mail, and other marketing and promotional methods.
- Administers all aspects of tourism and sales programs to insure goals and objectives set forth are met.
- Prepares reports to the board and make an annual presentation to city council.
- Participates in the development of all sales materials, i.e., brochures, meeting planners guide, FAM invitations and other materials as needed.
- Maintains a high level of hotel facility knowledge including guestrooms, meeting/exhibit facilities and property amenities to assist sales team.
- Conducts regular meeting with hotel/venue sales management.
- Maintains research on competition regarding their marketing and sales strategies
- Oversee the creation, updating and maintaining of the website.

### **Ideal Candidate**

- The Executive Director is the champion for the Visalia destination. A passionate and dynamic individual who is driven to succeed by working with tourism, convention, groups and meetings sales.
- Aptitude for consensus building with a positive outlook and open to new ideas while moving the organization's vision forward.
- Strong written and verbal communication and excellent presentation skills.
- Ability to read and interpret data as well as analyze financial, legal, marketing and research documents and reports.
- Respond in a timely and professional manner to inquiries or complaints from members, visitor's customers, regulatory agencies, or member of the business community.
- Work independently with broad latitude to implement the goals of destination marketing and group, sports and convention sales.
- Ability to multi-task and effectively shift between competing priorities, yet remains flexible and tenacious to see short and long term projects complete.
- Keen understanding of event promotions, marketing strategies and experience in working with boards of directors and organizational management.

- Proven track record to keep up with industry trends, current events and knowledge of the California tourism industry.
- Experience working with Boards and/or multiple stakeholder groups.
- Aptitude for working with elected and government officials.
- High work ethics and passion for the tourism industry.
- Knowledge of marketing and business practices and procedures
- Knowledge of budget development and possess the skills to administer the budget and allocated limited resources in a cost effective manner
- Excellent verbal, written and presentation skills.
- Strong interpersonal and leadership skills.
- Bachelor's degree, or equivalent experience. Experience in tourism management, marketing, sales or business preferred.

**Position**

This is a full-time, salaried position.

**Compensation**

A competitive salary is commensurate with experience.

**To Apply**

Candidates interested in this position should send resume and cover letter to: [applyvisitvisalia@gmail.com](mailto:applyvisitvisalia@gmail.com)

*The position is open until filled.*