

Visalia Convention and Visitors Bureau/Visalia Tourism Marketing District Visalia, California

Position

The Visalia CVB/Visalia Tourism Marketing District is seeking an Executive Director to lead its dynamic organization.

The Organization

Under direction of the Visalia Tourism Marketing District in conjunction with our Visalia Convention and Visitors Bureau (CVB) Board of Directors and a tourism marketing firm, the mission is to promote Visalia as a year-round destination for leisure, family, meeting and convention travelers resulting in more frequent visitation, longer stays, and increase revenue impact. The organization promotes Visalia through direct sales, advertising, marketing, public relations, and our community partners.

Position Description

The Executive Director is responsible in managing operations for the organization, including the functions of the traditional convention bureau, implementing a strategic plan, budgeting, marketing and promotions, as directed by the boards and marketing firm for the VTMD (Visalia Tourism Marketing District). The experienced professional will manage the day-to-day operations of the first-year estimated budget of 500K for the VTMD as well as support and supervise a small staff (approximate 4 staff members). The candidate will have 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 understand tourism development as well as convention, meeting and sports 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.

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 explanation and advising the boards on necessary financial matters.

Marketing, Sales and Promotions

- Creates and manages 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, tradeshow, 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 annual presentation to city council.
- Sales Materials – Participates in the development of all sales materials (i.e., brochures, meeting planners guide, FAM invitations and other materials as needed).
- Facility Knowledge – Maintains a high level of hotel facility knowledge including guestrooms, meeting/exhibit facilities and property amenities to assist sales team.
- Liaison – Maintains regular meetings with hotel/venue sales management.
- Maintains research on competition regarding their marketing and sales strategies.

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.
- An 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.
- An ability to listen, read and interpret data as well as analyze financial, legal, marketing and research documents and reports.
- Responds in a timely and professional manner to inquiries or complaints from members, visitors, customers, regulatory agencies, and members of the business community.
- Works 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.
- A keen understanding of event promotions, marketing strategies and experience in working with boards of directors and organizational management.
- A proven track record to keep up with industry trends, current events and knowledge of the California tourism industry.
- A bachelor's degree, or equivalent experience, preferable in tourism management, marketing, sales or business.

Compensation

This is a full-time, salaried position. A competitive salary is commensurate with experience.

To Apply

Candidates interested in this position should send resume and cover letter to: chair@visitvisalia.org

The position is open until filled.