



**Visit Dana Point**  
**EXECUTIVE DIRECTOR**  
Dana Point, CA







## ABOUT DANA POINT CALIFORNIA

The unique seaside city of Dana Point is in Orange County, Southern California, halfway between Los Angeles and San Diego. Dana Point is a favorite central point, bordered by the cities of Laguna Niguel, Laguna Beach, San Juan Capistrano and San Clemente.

Dana Point offers plenty of pristine oceanscapes, romantic overlooks and beach strolls – it’s a comfortable, surfer town that invites one and all. One of the most famous surf breaks in the world, Killer Dana, attracted thousands of ocean-loving fans in the 1950s and 1960s. It proved so inspiring, in fact, that Hobie Alter created the world’s first retail surf shop. It stands today, still abuzz with a relaxed and friendly surfer vibe.

Today’s Dana Point Harbor is a welcoming community, serving as hub to more than 2,500 boats and yachts. Three yacht clubs, stand-up paddle (SUP) and kayaking companies, as well as “pirate ship” adventures, whale watching, deep sea fishing and sunset wine cruises offer endless options.

With four breathtaking coastal resorts, Dana Point offers accommodations for every lifestyle. These dazzling resorts provide state-of-the-art facilities, impressive ballrooms, and meeting rooms that rise above the ocean below.

Dana Point, Southern California’s original surf town, brings together the best of luxury amenities and laid-back surf culture to create one idyllic destination. In Dana Point, you can get down to business and surf at Salt Creek. You can drink in the beach vibes and the fine wines. It’s a place where sophistication and taste, and yet it’s casual. Flip flops for every occasion casual. Dana Point isn’t just a place, it’s a way of life.

Dana Point is the [Dolphin and Whale Watching Capital of the World](#) and tour boats leave daily from the 2,500 boat and yacht slip marina. Located halfway between San Diego and Los Angeles, the destination offers everything from sunset wine cruises and luxury spas to surfing and ocean view golfing. Stand up [paddleboarding \(SUP\) and kayaking](#) rentals, as well as “pirate ship” adventures, beach and aerial [yoga classes](#), and [deep sea fishing](#) offer endless options for making memories.





## THINGS TO DO IN DANA POINT

- [Art & Culture](#)
- [Art Galleries & Antiques](#)
- [Beaches](#)
- [Boating & Fishing](#)
- [Fitness Classes](#)
- [Golfing](#)
- [Health & Wellness](#)
- [Local Attractions](#)
- [Marine Life](#)
- [Outdoor Recreation](#)
- [Parks & Trails](#)
- [Shopping](#)
- [Spas](#)
- [Surfing](#)
- [Things to Do](#)
- [Whale Watching Tours](#)

The city of Dana Point is the most beautiful, desirable and safest coastal community in which to visit, play or conduct business.

The City of Dana Point encourages community involvement and is committed to: Develop and ensure the highest possible quality of life for our residents, businesses, and visitors. Provide a safe and healthy environment within a sound economic atmosphere. Provide an efficient and effective government which is open and responsive to the needs of the community and works for the benefit of all.



Click [here](#) for the official Visit Dana Point website.

## POSITION SUMMARY

Under the policy direction of the Visit Dana Point Board of Directors, the Executive Director manages operations and activities for Visit Dana Point including strategic planning, budgeting, marketing and sales. All programs of Visit Dana Point are designed to position Dana Point as a premier, year-round meetings and vacation destination by attracting visitors to the area, increasing lodging occupancy rates and tourism spending, and maximizing the number of off season and return visitor trips. Booking group businesses and driving leisure business into the hotels and resorts is of great importance as this is the major priority of this organization. This position requires a commitment to working with the Board of Directors to establish and achieve short- and long-term goals. The Executive Director provides the leadership for ethical and effective operations and assures activities of the organization and follow established policies and function within the bylaws of Visit Dana Point.

## DUTIES AND RESPONSIBILITIES

- Operating organization within all legal requirements of City, County, State and Federal governments and staying current on legislation as it pertains to the industry
- Create and manage Visit Dana Point operations and marketing budget
- Build Visit Dana Point brand and increase awareness
- Manage stakeholder, partner and supplier relations



- Manage public and community affairs
- Produce and present annual reports to secure annual TBID funding for Visit Dana Point
- Create opportunities for group and meeting markets
  - Book and secure groups for the hotels and resorts
  - Drive leisure business to the hotels and resorts
  - Lead the sales team by ensure the group and leisure markets are the major priority of the organization.
  - Quantitative results of the above is the key to fulfilling the needs of this organization.
- Manage third party meetings companies and distribute qualified leads to appropriate partners
- Oversee marketing and sales programs for Visit Dana Point
  - (Advertising, Web site and social media management, collateral development, e-commerce, public relations, group/meeting sales solicitation, partnerships and research)
- Create, update and maintain content for Web site
- Develop and oversee systems for tracking and reporting on marketing activities
- Coordinate travel trade show program
- Attend key events as directed by Board of Directors
- Conduct research for economic impact of tourism and Visit Dana Point program effectiveness
- Represent Visit Dana Point at industry functions
- Ensure DMO's maximum performance in line with market conditions through benchmark against agreed upon and regularly reviewed competitive set
- Continuously review comparable destinations for best practices and ideas to evolve programs and Structure
- Responsible for recruiting, hiring, and supervising staff as determined by Board of Directors
- Motivation of staff, handling of HR/personnel issues, maintaining of pleasant work environment
- Other duties as may be assigned

## **EDUCATION/EXPERIENCE**

Minimum of a bachelor's degree from an accredited college or university with a major in marketing, business administration or a related field. Minimum seven years' experience in tourism, hospitality sales, marketing, or public relations management. TBID, TMD experience preferred.

## **QUALIFICATIONS**

- Knowledge of the tourism industry
- Understanding of policies and procedures, organization and functions of a tourism DMO/CVB Basic knowledge of non-profit management
- Critical thinking skills/positive attitude/consensus builder
- Aptitude to be politically savvy in working with government officials
- Ability to create and manage an operational budget including daily bookkeeping administration Ability to conceptualize a destination marketing strategy
- Understanding of destination brand development and execution Ability to develop and oversee a marketing plan and budget
- Comprehensive knowledge of strategic group, leisure and destination marketing activities Knowledge of Brown Act requirements
- Ability to develop and interpret destination research programs Experience in partnership development
- Ability to be sensitive to community and hospitality industry concerns Ability to work in a collaborative environment
- Familiarity with Southern California tourism market a plus Valid California driver's license, clean DMV record Professional appearance/Strong work ethic
- Able to read, analyze, and interpret financial reports and legal documents.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.



- Strong written, verbal and presentation communication skills.
- Ability to effectively present information to public groups and boards of directors.
- Oversee work of outside vendors or contractors and provide direct supervision to internal staff members.

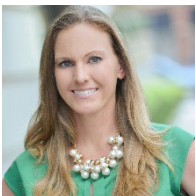
## KEY CHARACTERISTICS

- |                           |                          |                            |
|---------------------------|--------------------------|----------------------------|
| • Strong Leader           | • Passionate             | • Professional & Polished  |
| • Consensus Builder       | • Outgoing & Personable  | • Good Presentation Skills |
| • Strategic, yet Hands on | • Transparent & Open     | • Humble                   |
| • High Level of Integrity | • Accountable            | • Engaging                 |
| • Strong Work Ethic       | • Excellent Communicator |                            |

## TOP PRIORITIES

1. Build strong relationships with the community stakeholders, including hotels and attractions.
2. Build awareness for Dana Point to drive incremental group and leisure business to the hotel properties.
3. Solicit and facilitate multi-property group business leads.
4. Build strong working relationships with the Dana Point Chamber of Commerce and City of Dana Point to ensure a consistent city-wide brand and messaging.
5. Ensure that Diversity, Equity, and Inclusion is woven into the fabric of the organization and strategic plan.

**If interested in learning more about this great opportunity, please send your resume to the SearchWide Global Executive listed below.**



**Nicole Newman**, Vice President | SearchWide Global

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## About SearchWide Global

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.

