

## **Long Beach Peninsula Visitors Bureau Executive Director Job Announcement**

### **POSITION**

Executive Director, Long Beach Peninsula Visitors Bureau

### **SALARY**

\$43,000- \$52,000 Annually, DOQ

### **LOCATION**

Seaview, Washington

### **OPENS**

January 11, 2012

### **CLOSES**

January 25, 2012

### **SUMMARY**

This is the senior management position for the Long Beach Peninsula Visitors Bureau (LBPVB). The Executive Director has primary accountability for the accomplishments and fiscal integrity of the organization. The Executive Director is expected to work with the Board of Directors to determine, through strategic planning, the future focus and direction of the Bureau and its management of the visitor information center. The Executive Director is responsible for developing the Bureau's capabilities, acting as its spokesperson and representing it before others. The Executive Director is expected to work with representatives of City, County and State government, as well as statewide tourism organizations, in coordinating the activities of the Bureau and in negotiating financial support.

The Executive Board of the Long Beach Peninsula Visitors Bureau (LBPVB) invites applications from qualified individuals.

### **ABOUT THE LBPVB**

The Long Beach Peninsula Visitors Bureau serves an important role in supporting the key industry of the region: Travel and Tourism. The LBPVB is a clearinghouse for visitor information as well as essential conduit to travel influencers – both through services provided and marketing efforts engaged. The LBPVB is non-profit, membership based and receives additional funding from Pacific County, as well as the cities of Long Beach and Ilwaco.

### **KEY RESPONSIBILITIES**

The Executive Director shall be specifically responsible for working with individual tourism businesses and other tourism providers in an advocacy role to develop and successfully implement tourism-marketing strategies and promote tourism development on behalf of Pacific County, achieving the organization's mission to increase and serve the tourism industry in Pacific County. Key responsibilities shall include the following:

- Ensuring that the LBPVB fully complies with all federal, state and local requirements pertaining to the operation of Destination Marketing Organizations.
- Developing a strategic plan, with guidance from the Board of Directors, to address long- and short-term goals of the organization and operations analysis.

- Developing and implementing an annual business plan and budget with input from the Board and LBPVB members for review and approval by the Executive Board.
- Overseeing the daily operations of the Long Beach Peninsula Visitors Bureau.
- Developing and implementing policies and procedures.
- Preparing and managing the annual budget. Ensuring preparation and submission of monthly financial and activity reports to the Board.
- Attending all Board meetings. Preparing agendas and other documents for distribution as directed in advance of Board meetings.
- Negotiating contracts for outside services as needed with Executive Board approval as required.
- Recruiting, training, supervising, and directing the work of LBPVB staff, including developing an implementation program for staff responsibility and task completion schedule.
- Developing tourism promotion ideas based on visitor and industry research and implementing a marketing campaign that includes a variety of advertising, public relations/communications, and direct marketing activities.
- Assembling market data that will assist LBPVB members in identifying potential new business and profitable target market segments based on visitor behavior and markets.
- Facilitating development of, monitoring and evaluating a tourism marketing plan.
- Promoting a positive image of the LBPVB and tourism industry in the region through a variety of media efforts.
- Networking with individuals and various organizations, including neighboring DMOs, to improve and enhance the viability of local tourism businesses through diversification, niche marketing and regional branding.

#### QUALIFICATIONS

The ideal candidate will be a proven leader and a gracious ambassador; have a professional, bright and friendly demeanor; be adept in strategic planning, prioritizing, management, marketing and communications; thrive on working with a diverse constituency and juggling multiple demands; navigate change gracefully; and possess a service attitude.

He/she will be fiscally responsible, self motivated, results oriented, solution driven and a skilled team player, possess strong negotiating and conflict resolution skills, as well as a self-driven standard of excellence. He or she will think creatively, act resourcefully and exhibit excellent communication skills, both written and oral.

He/she will be technically, new-media and design proficient, Mac friendly, competent in Microsoft Office applications, Outlook, WordPress, and social media platforms including Facebook and Twitter, and familiar with Quickbooks. He/she will have a working knowledge of the tourism industry.

This dynamic position demands flexible scheduling, occasional one to three-night travel, light to moderate physical exertion, a valid driver's license and ability to operate a small passenger van, as well as ability to work at a desk, on computer and phone for extended hours.

Preference will be given to the applicant that possesses a Bachelor's degree and a minimum of five years of public or private sector experience providing leadership in business development/operations, consumer relations, marketing, or a related area, as well as

demonstrated experience with developing and implementing successful, cooperative marketing strategies and programs among separate organizations.

#### COMPENSATION

The annual compensation for this position is \$43,000 - \$52,000, DOQ, plus LBPVB benefit package.

#### APPLICATION PROCESS

Interested candidates may apply by submitting the following items:

- Letter of interest specifically addressing how your background qualifies you to perform the responsibilities described in this announcement.
- Current, detailed resume.
- List of three or more professional references with contact information.

Please send application materials to the attention of LBPVB, c/o S. Madsen, P.O. Box 545, Ocean Park, WA 98640, or by email to [VBPrez@reachone.com](mailto:VBPrez@reachone.com). Recruitment will be ongoing until the position is filled.

To ensure consideration, return your completed materials by 5 p.m., January 25, 2012. First screening of applications will begin on January 26, 2012.

Questions regarding this position may be addressed by email only to [VBPrez@reachone.com](mailto:VBPrez@reachone.com). Please be aware that the Board reserves the right and may exercise the option to make a hiring decision prior to the conclusion of the recruitment process.