



Executive Director
FTE

Responsible for the operation of the WVVA office. Provide professional leadership to the Board of Directors and staff. The Executive Director will serve in accordance with the Association's bylaws and mission statement.

Reports to the WVVA Board of Directors and is under the supervision and direction of the Board President and Vice President.

Director Responsibilities

1. Recommend and implement the directives, strategy and policy decisions of the Board of Directors
2. Plan, manage and implement activities designed to achieve a coordinated and integrated program of marketing and development within the Willamette Valley
3. Maintain continuity and consistency in carrying out WVVA's long-range plans
4. All operating issues / Day to day operations (e.g. physical location, technology, HR)
5. Budget
 - Development and oversight
 - budget development with staff input, preparation, budget reconciliation with accountant, review with WVVA Treasurer, present to Board (approval needed), oversee review and audit, create financial safety policies and procedures, use general accounting principles, check signing authority
 - Reporting
 - financial systems and reporting (e.g. monthly/quarterly financials, review and audit)
6. Supervise staff (e.g. hire, terminate, evaluate, train, HR management)
7. Maintain industry relations (e.g. Travel Oregon, WVVA Board Members, ODMO, ORLA, stakeholders, state agencies and public & private agencies)
8. Manage the creation, implementation and evaluation of WVVA's biennial plan with staff (approval from board)
9. Board of Directors meetings
 - Set all meetings
 - Prepare and collect all materials for meetings (e.g. agenda, financials, monthly program reports, previous meeting minutes, present)
 - Work with WVVA Board President to structure meetings

- Oversee the details of Board meetings (e.g. location, AV, meals)
10. Responsible for grant writing to fund projects that support the work of WVVA
 11. Manage and implement WVVA's contract with Travel Oregon (RFQ in 2025-26)
 12. Develop and implement a speakers bureau
 - Be the "face" of WVVA speaking/presenting throughout the Valley to increase WVVA's understanding and to engage stakeholders.
 13. Review all public facing press regarding the Association
 14. Serve as media spokesperson for the Association
 15. Provide public testimony, that impacts the tourism industry, when appropriate
 16. Oversee the strategy which the Association's brand is used (e.g. website, publications, social, advertising)
 17. Manage leisure travel market research projects (work with Travel Oregon)
 18. Ensure regional equity of promotions and campaigns throughout the Willamette Valley
 19. Attend all RDMO meetings
 20. Serve on the hiring committee for Association subcontractors such as: advertising agency, firm or individual; photographers; web designer, market research firm, Visitors Guide distributors etc.
 21. Complete monthly, quarterly and annual reports
 22. Participate in WVVA activities as needed (e.g. fam tours, grant review)

Wine Country Plate Marketing (Region 2)

1. Manage and implement WVVA's contract with Travel Oregon to manage the Wine Country License Plate program on behalf of Regions 2 (Clackamas, Linn, Benton and Lane counties) and work with Region 1 (Marion, Polk and Yamhill counties) on collaborative Projects.
2. Work with staff and WVVA Board to oversee the advisory committee, develop, implement and evaluate the marketing plan for Region 2 utilizing designated Wine Country License Plate funding.

Associations/Committees

1. Willamette Valley Visitors Association (WVVA).
2. Travel Oregon (a.k.a. Oregon Tourism Commission)
3. RDMO meetings
4. ODMO meetings

Miscellaneous Requirements

1. Work on other duties as assigned
2. Responsible for clerical needs
3. Requires some evenings, weekends and travel
4. Unencumbered Oregon Drivers License required
5. Must be able to lift a minimum of 30 pounds