



**Position Announcement:** Executive Director, Willamette Valley Visitors Association

The Willamette Valley Visitors Association (WVVA) is seeking a qualified and innovative Executive Director to manage the organization. WVVA is the Regional Destination Marketing & Management Organization (RDMMO) for the Willamette Valley and competes for the RDMMO contract from Travel Oregon every six years – serving at the pleasure of Travel Oregon. WVVA was recently awarded the contract in effect July 2019 through June 2024.

The Executive Director will manage all of WVVA's programs and ensure the highest return on all strategies. Understanding, executing, and reporting upon the program analytics and metrics is essential. This position requires a savvy, motivated and visionary leader with preferred experience in regional tourism development. Top candidates will be well versed in strategic planning, financial management, administration, marketing, product/destination development, stakeholder development and human resource management.

**Education and/or Experience**

Bachelor's Degree with 3-5 years of experience in tourism, project management, communications or related field, and/or

An equivalent of 3-5 years of experience and training that would provide the knowledge, skills and abilities required for the successful performance of the essential job duties.

**WVVA's Executive Director will:**

- Represent the seven counties within Travel Oregon's definition of the Willamette Valley (SW Clackamas, Marion, Polk, Yamhill, Linn, Benton, East Lane)
- Demonstrate exceptional professional communication skills
- Lead and inspire an experienced and accountable team of marketing professionals
- Manage and execute an annual budget of \$920,000 dedicated to marketing development and adhering to contractual obligations
- Develop and execute a strategic marketing and development plan that directs tactics to reach market segments with compelling messaging
- Expand stakeholder relationships and engagement
- Manage outside independent contractors to meet budgets and project goals
- Prioritize, manage multiple projects, negotiate and create new ideas in a fast-moving environment
- Be a polished communicator with excellent public speaking and presentation skills
- Be approachable with excellent interpersonal skills that lead to collaborative partnerships
- Have experience with working with a Board of Directors
- Have the ability to travel domestically and internationally as required

**How to apply:**

Qualified individuals should submit a current resume, three references and a cover letter to WVVA Board President, Irene Bernards at [ibernards@TravelSalem.com](mailto:ibernards@TravelSalem.com). Candidate cover letter, resume and any other documents should be electronically submitted in PDF format **no later than 5pm on May 9, 2019**. Please state “**WVVA ED Search**” in subject line.

**The cover letter should include the following information:**

1. A summary of your qualifications as they relate to the requirements of the position. Include details about your experience in managerial/executive leadership, budget/finance, governance, personnel management and destination marketing.
2. A statement as to why you believe your education, training and experience make you the best candidate for the position.

**About WVVA:**

- Formed in 1989
- Mission: The Willamette Valley Visitors Association’s mission is to build awareness for the Willamette Valley as a premier year-round travel destination through marketing, sales and destination development. WVVA serves as the Regional Destination Marketing and Management Organization for the Willamette Valley and seeks to drive visitor expenditures and economic impact to all parts of the region.
- 2019-20 Budget: \$920,000

**Salary & Benefits:**

Employment Terms: Exempt / full-time position / At-will employee

Annual Salary: Salary \$70-75,000 depending on qualifications

Benefits: Insurance (organization pays in full) and Retirement (3% match of salary)

Relocation Assistance: None