

JOB ANNOUNCEMENT

Pacific County Tourism Bureau (PCTB) Executive Director

The Pacific County Tourism Bureau (PCTB) is Pacific County, Washington's Destination Marketing Organization (DMO), a 501(c)(6), membership- and grant-funded entity. The Executive Director has primary accountability for the accomplishments and fiscal integrity of the organization. Under the policy direction of the Pacific County Tourism Bureau Executive Committee of the Board of Directors and the PCTB's Board of Directors, the Executive Director manages operations for the PCTB including strategic planning, budgeting, and marketing.

All programs of the PCTB are designed to (1) position Pacific County as a premier, year-round vacation destination and (2) attract visitors to the area, (3) increase lodging occupancy rates and tourism spending, and (4) maximize the number of off-season and return visitor trips.

This position requires a commitment to working with the PCTB Board of Directors to establish and achieve short- and long-term goals.

The Executive Director provides the leadership for ethical and effective operations, assures activities of the organization, and follows established policies and functions within the bylaws of the PCTB.

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.

DUTIES AND RESPONSIBILITIES

- Operating organization within all legal requirements of County, State and Federal governments.
- Staying current on legislation pertaining to the tourism industry.
- Plan and budget with input from the Executive Committee and the PCTB Board and its partners.
- Manage stakeholder, member, and supplier relations.
- Oversee the daily operations of the PCTB.
- Develop and implement policies and procedures.
- Prepare and manage the annual budget.

- Ensure preparation and submission of monthly financial and activity reports to the Executive Committee and the PCTB Board of Directors.
- Produce and present annual reports to secure annual funding for PCTB.
- Attend all PCTB Board meetings.
- Prepare agendas and other documents for distribution as directed in advance of Board meetings.
- Negotiate contracts for outside services as needed with Executive Board approval.
- Recruit, train, supervise, and direct the work of PCTB staff, including developing an implementation program for staff responsibility and task completion schedule.
- Develop tourism promotion ideas based on visitor and industry research.
- Develop and implement a marketing plan that includes a mix of advertising, public relations/communications, and direct marketing activities.
- Facilitate development of, monitor and evaluate a tourism marketing plan.
- Evolve the Pacific County brand and increase brand awareness.
- Assemble market data that will assist PCTB members in identifying potential new business and profitable target market segments based on visitor behavior and markets.
- Promote a positive image of both the PCTB as the DMO and the region's tourism industry through a variety of efforts including media outreach.
- Network 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.

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 5 years of experience in tourism, hospitality sales, marketing, or public relations management.

QUALIFICATIONS

- Knowledge of the tourism industry.
- Understanding of policies and procedures, organization, and functions of a tourism DMO with basic knowledge of non-profit management.
- Critical thinking skills, a positive attitude, and the ability to build a consensus.
- Aptitude to be politically savvy in working with government officials.
- Ability to create and manage an operational budget including basic bookkeeping administration.
- Ability to conceptualize and implement a destination marketing strategy.

- Understanding of destination brand development and execution with the ability to oversee a marketing plan and budget.
- Ability to develop and interpret destination research programs.
- Experience in partnership and membership development.
- Ability to be sensitive to community and PCTB member concerns.
- Ability to work in a collaborative environment.
- Familiarity with the SW Washington tourism market.
- Excellent time manager and self-starter, and ability to accomplish work with minimal oversight.
- Have a valid driver's license and a clean DMV record.
- Professional appearance with a strong work ethic.
- Able to read, analyze and interpret financial reports and legal documents.
- Ability to respond to inquiries and complaints from partners, regulatory agencies, or members of the business community in a timely and professional manner.
- Strong written, verbal and communication skills.
- Ability to effectively present and/or convey information to public groups, the PCTB Executive Board and the PCTB Board of Directors.

KEY CHARACTERISTICS

Strong leader Consensus Builder Strategic High Level of Integrity

Strong Work Ethic Outgoing and Personable Transparent and Open Great Listener

Accountable Professional and Polished Good Presentation Skills Creative

Engaging Humble Excellent Communicator Passionate Team Player Multi-Tasker

TOP PRIORITIES

1. Build strong relationships with community stakeholders and partners.
2. Build strong relationships with City, County and State funding sources.
3. Build strong working relationships with key contractors.
4. Ensure that Diversity, Equity and Inclusion is woven into the fabric of the PCTB and the strategic plan.
5. Build awareness of Pacific County, WA, and the PCTB DMO.

The Executive Director of the PCTB must be proficient with new-media and design, competent in Microsoft Office applications, google office suite, WordPress, Quickbooks and social media

platforms including Facebook, Twitter, Instagram, and YouTube.

This dynamic position demands flexible scheduling, occasional one to three-night travel, light to moderate physical exertion, a valid driver's license, the ability to operate a small passenger van, and work at a desk for extended periods of time.

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 submit application materials to PCTB Search Team at Resumes@VisitLBP.com

Recruitment will be ongoing until the position is filled. 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.