



## President & CEO

### Visit Central Oregon

Visit Central Oregon is actively seeking an accomplished and visionary leader to manage the region's thriving tourism industry and guide a team of dedicated professionals overseeing the Regional Destination Management Organization (RDMO) for Central Oregon. The team consists of ten full-time and four part-time professionals committed to destination marketing, business development, workforce development, regional tourism programs and visitor services.

In this leadership role, the successful candidate will be responsible for overseeing all programs and policies for Visit Central Oregon, exercising fiscal control over a budget exceeding \$4 million, and ensuring optimal return on the investment of transient lodging tax funds. The position requires a seasoned leader with strong vision and broad experience in the tourism industry, including leading a team, strategic planning, fiscal management, advocacy, marketing, public relations, and destination stewardship.

#### **The duties of this position include, but are not limited to, the following:**

- Lead the regional DMO, guiding the region's tourism programs with a forward-thinking strategic vision for the organization.
- Inspire and manage a dedicated team of professionals, providing direction on all programs and initiatives.

### **Details**

**Posted:** 04-Jan-24

**Location:** Sunriver, Oregon

**Type:** Full Time

#### **Categories:**

CEO/Executive Director

#### **Salary Details:**

Salary: Competitive annual salary commensurate with experience, plus an annual performance bonus. Health Insurance: Visit Central Oregon covers 100% medical, dental, and vision health premiums. 401K plan: Visit Central Oregon matches 5% of monthly gross salary in a 401k plan.

- Demonstrate professional communication skills, acting as the primary spokesperson for the organization with industry stakeholders, media, and diverse partners.
- Advocate for the intrinsic value of tourism as an economic driver and effectively communicate the role of the RDMO for the benefit of the region.
- Develop and maintain relationships and partnerships with diverse stakeholders in the region, state and in the tourism sector nationally.
- Provide strategic oversight for the Central Oregon brand strategy and marketing campaigns.
- Develop and execute a comprehensive marketing plan, guiding the team to implement strategies that effectively engage key audiences with compelling and innovative messaging.
- Manage an annual budget exceeding \$4 million dedicated to marketing and positioning Central Oregon as a nationally competitive destination.
- Report key metrics, KPIs, and industry insights to the Board of Directors, County Commissioners, and State partners.
- Participation in attracting, maintaining, and marketing air service to the region with the Central Oregon Air Service Team.
- Provide oversight for annual grant program and strategic investments that reinvest tax dollars back into multidisciplinary tourism related projects through an equitable and transparent process.
- Maintain a multi-stakeholder approach with diverse partners to drive the cultural, environmental, and economic success of the region.
- Represent Visit Central Oregon by attending and speaking at industry events.

### **The ideal candidate possesses:**

- A minimum of 5 years of leadership experience in the tourism industry, preferably within a Destination Management Organization (DMO).
- Proven track record of success in financial management, including budget development, administration, and reporting.
- Demonstrated experience collaborating with diverse industry stakeholders including elected officials, tourism leaders and business to build consensus and alignment around a shared vision.
- Background in destination marketing, business development, and/or destination stewardship that highlights multiple sectors in a destination including, but not limited to, arts and culture, culinary, outdoor recreation, environmental assets, rural and tribal

tourism.

- Experience in public affairs, legislative topics, and advocacy.
- Availability for overnight travel to attend industry events and represent the organization.
- Demonstrated enthusiasm, professionalism, and accountability.
- Willingness to lead and support a collaborative team, fostering innovation and achieving new levels of success.
- Extensive experience working with a Board of Directors and managing teams.
- Priority will be given to candidates with a strong tourism background and knowledge of Central Oregon.

Please note that this job posting provides a general overview of the scope of work and is not an exhaustive list of duties and responsibilities.

### **Other requirements**

A valid, unencumbered driver's license is required.

Travel in and out of state required.

**Deadline to apply is Wednesday, January 24th at 5pm PST.**

Please take a look at the full job description for details on how to apply.



## **About Visit Central Oregon**

Visit Central Oregon is a 501c6 that serves as the Regional Destination Marketing Organization (RDMO) for Deschutes, Crook, Jefferson and South Wasco counties. We drive overnight visitation to the region to support a thriving tourism economy. We inspire travel to the region through an integrated marketing campaign that celebrates our unique culture, people and landscapes. As the RDMO appointed by the Oregon Tourism Commission, we manage the Regional Cooperative Tourism Program (RCTP) which is leveraged by the Deschutes County budget to optimize the economic impact from tourism to the region. We collaborate with industry partners towards a shared healthy vision of tourism for the region.

<https://careers.destinationsinternational.org/jobs/19590474/president-ceo>