



Job Title:	Vice President Sales & Destination Development
Job Type:	Full-time professional executive level, exempt
Salary:	Compensation commensurate with experience
Benefits:	Medical and Dental insurance, Vacation and sick time
Job Category:	Sales & Destination Development
Reports To:	President - CEO

Position Summary:

Vice President will proactively position and market Washington County, Oregon as a destination for meetings, regional & state-wide conferences, conventions, sports and leisure travel. Maintains overall responsibility and directs the work activities of Sr. Level and Director level staff. Leads and directs sales and destination development department.

The Vice President works with community leaders and tourism-related businesses to develop and enhance Tualatin Valley's tourism product.

This position is responsible for:

- Establishing and achieving booking goals, financial performance of the department, as well as citywide group business optimization, and long range sales and marketing of the County.
- Initiates new accounts and lead development strategy; work to develop cooperative programs, familiarization trips, site visits and sales missions with area hotels and the hospitality industry to market Washington County, Oregon.
- Implement and coordinate high-level, tourism destination development projects and activities. This includes managing projects from inception to completion, delivering work on time or ahead of schedule.
- Manage and implement the WCVA regional cooperative tourism tactics with Greater Portland and Travel Oregon partners.

- Maintains and develops close working relationship with area hotels and other stakeholders as well as conduct regular meetings with hotel sales professionals.
- Able to implements the goals, objectives, and directives of the President / Chief Executive Officer (CEO) and the policies of WCVA.
- Participates in Executive Level Management problem solving and decision making processes.
- Provide strategic direction to the WCVA team to achieve agency objectives, which may include assessing opportunities and challenges in the industry and internally.
- Provide forward-thinking, creative solutions to evolve current development, help implement solutions and processes, and manage maintenance of ongoing projects to help the WCVA grow its tourism development programs.
- Represent the WCVA at meetings and industry functions and before the public. This may include making frequent presentations to small and large groups; Facilitate meetings and strategic planning sessions as needed.
- Attend convention, association and consumer tourism trade shows in order to promote Washington County, Oregon.
- Coaching/mentoring WCVA team, with emphasis on direct reports, to maximize sustainable productivity.
- Prepares an annual budget as it relates to Sales and Services.
- Plans and implements new programs, policies and methods to ensure efficient and effective operation of assigned departments.
- Develops standards and reviews the performance of assigned departmental staff and contractors in obtaining stated goals and objectives.
- Provides regular reports to the CEO regarding key issues of assigned departmental staff and contractors and actions taken regarding those issues.

Minimum Requirements

Education:

Bachelor's degree in Business, Hospitality Management or similar. Master degree in related field desirable.

Professional Experience:

10+ years experience in the hospitality industry relating to Convention and Visitors Bureau or DMO experience and/or hotel management or sales with 5+ years experience in an executive and/or senior leadership role; and five (5) years of supervisory experience, which includes supervision of managerial level personnel. Knowledge and familiarity with Washington County, Oregon is desirable.

Must have proven budget experience related to funding through local occupancy tax. Effective communications, oral and written are key components to this position.

Additional Requirements:

Must be able to work in a team environment

Must have a valid driver's license.

Must have a car and ability to drive long distances at any time of day/night.

Must have a valid US passport and able to travel internationally.

Must be able to travel both in-state and out-of-state as necessary.

Must be able to work a flexible schedule

Able to lift 40 lbs.

Interested and qualified applicants submit resume to Carolyn@wcva.org. No phone calls or walk-ins, please.

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