



Executive Director Paso Robles Destination

The Organization

Paso Robles Destination is a private, not-for-profit 501c (6) marketing organization funded solely through assessed funds from Paso Robles lodging accommodations. Its mission is to promote Paso Robles, California as a premier year-round destination of choice for targeted leisure, family, meeting and group travelers resulting in more frequent visitation, longer stays and increased revenue. The organization promotes Paso Robles through advertising, marketing, public relations, group sales and its community partners.

Position Description

The Executive Director manages operations for the organization including strategic planning, budgeting, marketing and events promotion as directed and governed by a nine-person Board of Directors. The experienced professional will manage the day-to-day operations of the first-year budget; **\$1.28 million**. The Executive Director manages consultants, agencies and supervises a small staff (2 persons). The ability to collaborate with elected officials, city staff, Visit SLO Cal, key stakeholders and tourism partners (i.e., Paso Robles Wine Country Alliance, Paso Robles Chamber of Commerce, Paso Robles Event Center, etc.) is essential. The candidate for this position must understand tourism development, its economic impact and the importance of its contribution to the Paso Robles and San Luis Obispo County communities.

Administration

- Provide strategic leadership and industry knowledge while developing relationships with local/regional tourism related businesses, elected officials, partner organizations, city staff and others to ensure collaboration within the tourism industry.
- Administer the policies of Paso Robles Destination as defined by the mission, goals, strategies and objectives set forth by the Board of Directors.
- Directs all aspects of Paso Robles Destination while serving as the primary face and spokesperson for the organization.
- Executes organizational, managerial, and administrative duties.
- Reports monthly to the Board of Directors.
- Monitors proposed legislation as it affects the tourism industry of Paso Robles and San Luis Obispo County.
- Recruits, hires, trains and motivates all staff personnel; responsible for staff administration, including promotion, discipline, salary review, and all associated personnel administration duties.

Financial Operations

- Prepares and manages the operating budget covering all activities for approval by the Board of Directors.
- Administer the organization's finances, including monthly financial reporting with explanation of variances and advising the Board on necessary financial matters.



Board Relations

- Serve as an ex officio member of the Board, all committees and taskforces managing Board relations and appointing staff members to serve as board committee liaisons.
- Makes recommendations and develops policies for Board consideration and approval.
- Sets meetings and directs agendas for Board of Directors, Finance and Marketing Committee meetings.

Marketing & Promotions

- Create and manage an annual marketing plan.
- Direct activities in all areas of tourism marketing, sales and promotions, meeting and convention solicitation, and other designated services.
- Manage agencies, contractors and vendors. Conduct competitive bidding in accordance to By-Laws and as directed by the Board.
- Serve as the lead representative in promoting and selling the city of Paso Robles as a tourist and meeting destination. Participate in professional meetings, local functions and on tourism related boards/committees.
- Facilitate tourism growth for the development of increased visitor facilities, attractions, events and promotions through work with the private sector, quasi-public organizations and public entities.
- Directs, implements and assists in accomplishing sales strategies to include direct sales, sales blitzes, tradeshow, direct mail, and other marketing and promotional methods.

Ideal Candidate

- The Executive Director is the champion for the Paso Robles destination. A passionate and dynamic individual who is driven to succeed by working with tourism constituents.
- An aptitude for consensus building with a positive outlook and open to new ideas while moving the organization's vision forward.
- Strong written and verbal communication and excellent presentation skills.
- An ability to listen read and interpret data as well as analyze financial, legal, marketing, and research documents and reports.
- Responds in a timely and professional manner to inquiries or complaints from members, visitors, customers, regulatory agencies, or members of the business community.
- Works independently with broad latitude to implement the goals of the DMO.
- Ability to multi-task and effectively shift between competing priorities, yet remains flexible and tenacious to see short and long term projects completed.
- A keen understanding of events promotions, marketing strategies and experience in working with Boards of Directors and organizational management.
- A proven track record to keep up with industry trends, current events and knowledge of the California tourism industry.
- A Bachelor's degree, preferably with concentration in tourism management, marketing, sales or business and/or commensurate experience.

Compensation

This is a full-time, salaried position. A competitive salary is commensurate with experience.

Candidates interested in this position should send resume and cover letter to Jobs@solterrastrategies.com.