

Ventura County Coast

Ventura County Lodging Association

JOB POSTING

POSITION: Executive Director

REPORTS TO: VCLA Board of Directors

TERM: (Salaried Position/Exempt Status)

OVERVIEW

The Ventura County Lodging Association (VCLA) follows the Tourism Business Improvement District (TBID) model, which utilizes the efficiencies of private sector operation in the market-based promotion of local and regional tourism for the targeted benefit of assessed businesses. TBIDs, such as this Association, allow lodging businesses to organize their efforts to increase tourism, specifically the consumption of hotel rooms as measured by room night stays, achieving economies of scale they could not otherwise achieve.

Ventura County Coast – Ventura, Oxnard, Camarillo and Port Hueneme – lodging businesses within the Association are assessed and those funds are used to provide marketing/advertising programs and services directly to the assessed lodging businesses that specifically benefit those businesses.

PURPOSE

The Executive Director of the Ventura County Lodging Association (VCLA) is responsible for the implementation of tourism based marketing and advertising programs, promotion of the region and growth of partnerships with the goal of increasing hotel room nights/revenues while increasing the long term strategies for the VCLA. The Executive Director will supervise, lead and develop key programs aimed to support and serve identified markets in the hotel/lodging and tourism industry as well as work with the four cities through the local Visitor & Convention Bureaus to promote tourism on behalf of each community.

DUTIES AND RESPONSIBILITIES

- The Executive Director, with the VCLA Board of Directors, will develop and implement an annual marketing/advertising plan and work continuously on behalf of the organization to ensure communication of the plan to all city and hotel stakeholders.
- Develop, deliver and manage the Marketing/Advertising programs with the chosen agency for media buys, social media marketing and public relations. Includes communication and facilitation of brochure development, meeting guide and outreach programs for the brand: Ventura County Coast. Keeping abreast of new developments and changes in the marketing industry to contribute new ideas and add value to stakeholders.
- Act on behalf of the Ventura County Lodging Association at regional/state level and represent the best interests of the lodging members as well as the four cities.
- Oversee, maintain and update the marketing/advertising programs with the chosen agency to ensure response and adaption to changing market conditions and emerging opportunities.
- The Executive Director will plan and document all monthly VCLA Board of Director meetings.

- Preparation of a written monthly Executive Director report that details the success/challenges of marketing/advertising activities and all efforts pertaining to the lodging association.
- Leadership/management of annual VCC Trade Show schedule. Face to face marketing within trade shows-for VCC branding. Develop and implement performance indicators, tracking and lead distribution systems to evaluate the effectiveness of promotional efforts, including relevant lead data, and marketing.
- Communicate with and develop programs to educate stakeholders on issues, topics, and new trends relating to the tourism industry.
- Ensure the VCC brand is woven into all communications to create brand awareness, brand loyalty and preference to VCC as a tourism destination.
- Planning, organization and management of annual VCC Tourism Impact/Annual VCLA board meeting.
- Management of VCC Website content, functionality, communication and changes are a daily requirement.

PERSONAL QUALITIES AND PROFESSIONAL QUALIFICATIONS

- Demonstrates the professional skill and knowledge needed to perform the job.
- Minimum of seven (7) years of professional leadership experience at related Destination Marketing Organization or Hotel/Tourism management/franchise company.
- Higher education degree in related tourism/business field preferred.
- Five (5) years of professional Sales or Management in related hotel or tourism field.
- Experience in advertising/marketing related to tourism/travel industry.
- Website development/knowledge.
- Demonstrates integrity and loyalty to VCLA and related members.
- Excellent written and verbal communication skills.
- Possesses the ability to relate well with staff, board members, and city officials/partners.
- Accepts constructive criticism well.
- Displays vigor, energy and enthusiasm.
- Manifests good grooming and a pleasant professional appearance.
- Displays ability to work independently and demonstrate creativity related to tourism/travel.
- Abilities and experience related to SEO best practices, web and social media channels.
- Experience in Public Relations and related practices.

PROFESSIONAL LEADERSHIP

- Demonstrates commitment to improving VCLA/VCC image/public outreach.
- Keeps abreast of the latest developments within the profession.
- Develops and recommends long-range goals and objectives for VCLA
- Establishes and recommends priorities for programs and activities.
- Encourages innovation and is amenable to change.
- Demonstrates leadership skill in policy development.
- Adheres to the code of professional ethics and the Brown Act.
- Actively represents VCLA as its spokesperson on legislative matters.

TO APPLY

Interested and qualified candidates are invited to forward a cover letter and resume via email to: info@visitvccoast.com.

The position is open until filled.