



## **POSITION DESCRIPTION**

**Position:** President/CEO  
Visit Vacaville

**Reports to:** Visit Vacaville  
Board of Directors

**Department:** Visit Vacaville

**Date:** July 2023

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### **Role Description:**

Under the direction of the Visit Vacaville Board of Directors, the President/CEO will achieve the mission of Visit Vacaville through implementation of the strategic objectives determined by the Visit Vacaville Board of Directors. The President/CEO will lead Visit Vacaville toward advancing its mission by creating new possibilities for project initiatives, fostering innovation, leveraging resources, and establishing partnerships. This position's duties are directly related to the management and general business operations of Visit Vacaville, including providing direction to staff and ensuring proper fiscal and operational management.

### **About Visit Vacaville**

Visit Vacaville was established in 2004 with the formation of the Vacaville Tourism Marketing District (TMD). Today, the organization is governed by a 13-member Board of Directors, seven hoteliers, 6 stakeholders, and non-voting members from the City of Vacaville, Chamber of Commerce, and Downtown Business Improvement District. In 2022 the City Council renewed the TMD for ten years. All lodging establishments within Vacaville are required to pay the 3% TMD, which is collected by the City of Vacaville with the TOT and remitted to Visit Vacaville. The current operating budget is approximately \$850,000.

Visit Vacaville is seeking an experienced tourism professional to:

1. Manage daily operations of the DMO
2. Create, implement, and measure the success of marketing plan, strategic plan, and brand-building efforts to drive visitation and economic growth
3. Promote and support events in Vacaville

### **Essential Duties & Responsibilities**

- Operate Visit Vacaville within all legal requirements of City, County, State, and Federal governments and stay current on legislation as it pertains to the visitor industry.
- Create and submit draft operations, marketing, and events plans and budgets to Board of Directors. Implement according to approvals.
- Establish goals for team and supports staff to meet those goals
- Oversees all administrative, operating, and marketing functions of the organization
- Advises Board of Directors and committee's
- Oversees the creation of financial reports and audit reports in accordance with procedures approved by the Board. Ensures compliance with funding agreements and arrangements.
- Selects, trains, supervises, and evaluates assigned personnel; coordinates staff training; oversees implementation of discipline and termination procedures for all staff members.
- Develops and maintains effective organizational policies and ensures all organizational activities are implemented within these established policies, guidelines, laws, and ethical standards.
- Attends all meetings of the Board and other designated committees in an advisory, non-voting capacity.

- Proactively lead the Board to address market changes, trends, and new and changing industry standards.
- Create programs for partnership development
- Work with the Board and team to establish and maintain ongoing effective communications with members, government leaders, business and cultural institution leaders, and the tourism industry.
- Represents the organization at selected local, state, regional and national conventions that serve to foster the betterment of Visit Vacaville’s mission.
- Along with the Board, responsible for increasing public awareness of Visit Vacaville’s mission of tourism and the tourism’s economic contribution to the local economy.
- Act as official spokesperson for Visit Vacaville
- Lead, with the Board, and continue to seek new avenues for appropriate public relations opportunities for Vacaville. Carefully monitor the portrayal of Vacaville’s image in all media.

## **Education & Experience**

- A bachelor’s degree from an accredited university or college with a Marketing, Business Administration, or a related field is desired. CDME is a plus.
- Minimum of 5 years of five years’ experience in tourism, marketing, and/or public relations management.
- Significant experience in cutting edge marketing tactics and strategies

## **Qualifications:**

The President/CEO will have extensive experience in upper-level management of tourism industry organizations with comparable size and mission, possess sufficient expertise on issues relevant to Visit Vacaville to make well-informed mission-related decisions and command the confidence and respect of stakeholders necessary to serve as the leader of Visit Vacaville. Must be flexible, creative, entrepreneurial spirit and a demonstrated passion for the mission, vision, and values of Visit Vacaville.

- The ability to conceptualize, produce, and execute a Destination Marketing Strategy
- Ability to develop and oversee and annual Marketing Plan & Budget
- Must have working knowledge of the following;
  - Google Analytics
  - Google Adwords
  - Search Engine Tools
  - Email Tools, such as Mailchimp or Constant Contact
  - Content Management Systems
  - All social media
- Able to read, analyze, and interpret financial, legal, marketing, and research documents and reports
- Strong written, verbal, and presentation skills
- Understanding of Destination Brand development and execution
- Knowledge of policies, procedures, organization, and functions of a tourism organization
- Experience and knowledge within the tourism industry and tourism marketing
- Must have managed teams and performed the following:
  - Ad placement
  - Develop projects and create content
  - Publish digital marketing content
  - Implement email marketing campaigns
  - Measure digital marketing traffic
  - Monitor social media and Google Analytics
  - Optimize paid advertising campaigns using SEO and other tools
  - Report campaign analytics to stakeholders
  - Monitor project status and budget
  - Ability to be sensitive to and deal effectively with Board, lodging, and other visitor industry concerns.
  - Experience with event development, promotion, and implementation

- Ability to create and manage and operational budget, including daily Quickbooks administration
- Knowledge of non-profit management
- Critical thinking skills/positive attitude/consensus builder
- Experience in partner development
- The ability to lead in a collaborative environment
- Knowledge of the Brown Act and Public Records Act
- Aptitude to be politically savvy in working with Board and government officials
- Professional appearance/strong work ethic
- Valid CA driver's license

**Salary & Benefits**

- Full-time, Exempt
- Annual Salary - \$100,000 to \$110,000
- Comprehensive benefits package
- Vacation time and paid company holidays
- Professional development opportunities and tuition reimbursement for continued learning