



## **Position: Vice President of Business and Brand Development**

**Department:** Sales and Marketing Department

**Status:** Full Time

### **Overview**

Visit Oceanside is the destination marketing and management organization for Oceanside, California, located in the heart of Southern California.

A quintessential California beach town, Oceanside is undergoing a renaissance while remaining authentic to its unique beach vibe. With miles of sandy beaches connecting to an active Harbor and neighboring Camp Pendleton, Oceanside is the preferred destination for several renowned citywide events, action sports tournaments, surf competitions and cultural festivals. The continuous development of the El Corazon Park offers a competition-level aquatic center, sports and entertainment arena (Front Wave Credit Union Arena, future home of the San Diego Sockers) and SoCal Sports Complex multi-use athletic fields to build upon Oceanside's sports tourism while identifying sustainable tourism partnerships which create economic impact for the local community. Over the last few years, Oceanside has welcomed new beachfront resorts and innovative boutique hotels while being identified as an official California Cultural Arts District. Visit Oceanside is undergoing a tourism master plan to identify destination management initiatives over the next 5 – 10 years; providing growth opportunities to expand Oceanside's brand in unison with the new developments that are taking place. This is an exciting time for a business professional to bring their passion for hospitality & tourism and contribute their sales & marketing experience to this next phase of Oceanside's growth and prosperity!

The VP of Business and Brand Development will function as the strategic business leader of the Sales and Marketing Department, primarily responsible for driving new business development. They will lead the sales and marketing team to implement strategic revenue-generating initiatives for the destination to improve profitability for our Stakeholders to achieve revenue and market share targets. This role will continuously search for new business opportunities which align with Oceanside's brand personality and supports the City of Oceanside Master Plan's four pillars: Environmental Quality, Resident Quality of Life, Quality of Economy, and Visitor Quality Experience.

This person will oversee the planning and execution of business development strategies and product development initiatives to benefit the economic vitality of Stakeholders, increasing VO's market share of leisure and group travel business; working alongside the Director of Marketing and Director of Sales Operations to achieve goals set forth in the business plan. They will conceptualize and secure key corporate sponsorships and marketing partnerships while leading the sales and marketing team in market positioning, market share gain, and revenue generation initiatives, supporting the directors and team members in the development, implementation, and achievement of their annual business and market plan objectives. They will actively participate in the group sales process via new business prospecting, hosting client meetings and site tours, travelling to industry tradeshow, and attending industry networking events.

Within the community, the VP of Business and Brand Development will serve as a destination brand ambassador, articulating the benefits of responsible tourism development and securing strong partnership with local businesses and leaders. Beyond the community of Oceanside, this role will also be responsible for creating an expanded business development pipeline of sales, partnership opportunities and managing their execution with the appropriate teams.

**Professional Background Requirements – minimum of 10 years' experience preferred**

- Experience in a business development, marketing or sales preferably within the hospitality & tourism industry or relatable industry; sports tourism or sports sponsorships experience a plus.
- Management experience leading client support, marketing, and sales teams with success in establishing market positioning and sustained revenue flow.
- Proven ability to establish brand positioning within defined competitive sets and establish a sustained pattern of market share advantage, familiarization with brand agencies and public relations firms.
- Ability to formulate strong community relations ties and alliances resulting in strategic partnerships which drive revenue generation.
- Possess a solid book of business with decision-making contacts in the corporate travel and meetings procurement markets; well-established relationships with meeting planners and national corporate customers.
- Possess creative communication skills to identify the marketing objectives of prospective clients and prospective brand partners to determine how to help them achieve their goals.
- Strong negotiation skills and successful use of financial and quantitative data to drive business strategy.
- Proven ability to coach, mentor and lead a diverse team of professionals to optimum performance levels.

*Note: This is a hybrid position requiring in-person engagement with the organization and Oceanside community.*

**To Apply**

Email your cover letter and resume to: [manlai@visit oceanside.org](mailto:manlai@visit oceanside.org)

*The position is open until filled.*