



## **Executive Director, Visit Walla Walla Walla Walla, Washington**

### **The Valley**

Nestled against the Blue Mountains in southeastern Washington, the Walla Walla Valley is a place of scenic beauty, incredible wineries, enticing restaurants, cultural inspiration, outdoor adventures and small-town friendliness. Considered among the top wine regions in the U.S., the Walla Walla Valley has the highest concentration of wineries in Washington, the second largest wine-producing state in the country. Recently named “Friendliest Small Town in America” by Rand McNally, Walla Walla has seen tremendous tourism growth in the last ten years, attracting visitors from all over the country, who often return for multiple-night stays. In short, Walla Walla is not only a great destination to visit but also a great place to work and live.

### **Visit Walla Walla**

The mission of Visit Walla Walla is “to promote and support the continuing economic growth and quality of life of the Walla Walla Valley through the development and execution of well-planned leisure and business travel sales and marketing strategies, to promote the development of tourism products necessary to promote the growth of tourism to the Walla Walla Valley, and to provide the necessary services to both visitors and group planners.

Visit Walla Walla is a 501(c)(6) organization and considers its membership to be comprised of all tourism stakeholders in the Walla Walla Valley; it does not charge a membership fee and has no plans to do so. It is governed by a fifteen- member Board of Directors which is highly representative of the Valley’s diverse tourism stakeholders. The majority of Visit Walla Walla funding comes from two major sources – a portion of the City of Walla Walla Lodging Tax proceeds and all of the Tourism Promotion Area fee revenue. Its 2016 budget is \$1.1 million. In addition to the Executive Director, Visit Walla Walla’s support staff include the Director of Operations; the Group Tour Sales Manager; contracted accounting services; and Visitor Information personnel.



### **Executive Director of Visit Walla Walla**

The Executive Director leads the development, planning and execution of Visit Walla Walla's destination marketing strategy; reports to the Board of Directors; and works closely with its Executive Committee. The Executive Director carries out the mission and goals defined by the Board and leads efforts to ensure adherence to the Valley's brand and to its appeal as a destination for leisure travel; group tours; and small meetings and events.

The position of Executive Director of Visit Walla Walla is an excellent career opportunity for a motivated and capable leader with demonstrated success in destination marketing who will help drive the leisure visitor and group business activity in the Walla Walla Valley to its next level.

### **Desired Professional Attributes:**

- Visionary leader.
- Ability to think creatively and strategically; to explore and develop concepts and initiatives.
- Ability to understand market opportunity.
- Good collaborator across a diverse range of organizations and interests- a proven consensus builder.
- Finesse and diplomacy to navigate the dynamics of political, governmental and coalition processes.
- Outstanding interpersonal skills to build and foster relationships.
- Self-starter. Positive and energetic attitude with a good sense of humor.
- Ability to develop, organize and deliver written and oral presentations and reports.
- Ability to find and implement workable solutions to a broad range of challenges and problems.
- Strong attention to detail and regard for informative data including required monthly metric reports and quarterly reports to the City of Walla Walla.
- Proactive, continually engaging all stakeholders.
- Excellent goal-setting skills, both short and long term.



**Desired Skills and Experience:**

- A Bachelor's degree and five or more years of executive-level leadership in a tourism or travel related field is highly preferred.
- Experience in writing a business plan and managing a budget.
- Excellent oral and written communication skills and familiarity with office computer software, specifically Word and Excel.
- Highly organized and committed to follow through on commitments and projects.
- Tech savvy and experienced in social media.
- Seasoned in working with boards and public officials.
- Strong track record and history of working with advertising and PR professionals to deliver an effective marketing message.
- Understands branding, brand position and strategic marketing.
- Ability to become the voice and face of Visit Walla Walla.

**Compensation:**

Salary range: \$80,000-\$110,000 D.O.E. plus bonus and with a competitive benefits package.

**Application:**

Qualified professionals are invited to apply by submitting a cover letter and resume to include salary history, references and contact information to [vwexec@gmail.com](mailto:vwexec@gmail.com).

The position is open until filled.