



The Willamette Valley Visitors Association (WVVA) is seeking an accomplished and visionary leader to engage the region's thriving tourism industry and guide a team of dedicated professionals overseeing the Regional Destination Management Organization (RDMO) for the Willamette Valley.

The team includes a small staff of employees and contractors committed to destination marketing/management, business development, workforce development, regional tourism programs, and destination development.

In this role, the successful candidate will oversee all programs and policies for the Willamette Valley Visitors Association, exercising fiscal control over a budget exceeding \$1 million, and ensuring optimal return on the investment of Oregon's Regional Cooperative Tourism Program funds. The position requires a seasoned leader with a strong vision and broad experience in the tourism industry, including leading a team, strategic planning, fiscal management, advocacy, marketing, public relations, destination stewardship, and developing relationships and collaborative partnerships.

The Executive Director reports to a dynamic Board of Directors made up of 6 Willamette Valley Destination Marketing & Management Organizations.

Only fearless, dynamic, and collaborative leaders apply.

Visit WillametteValley.org for more information on the region and willamettevalley.org/industry for information regarding the organization.

The duties of this position include, but are not limited to, the following:

Operations & Strategy:

- Ensuring an informed and strategically engaged Board of Directors.
- Developing and maintaining an effective working relationship with board members and Travel Oregon.
- Developing and maintaining a multi-year strategic plan that engages key regional audiences.
- Leading regional tourism strategies with a progressive future-oriented strategy in alignment with Travel Oregon's 10-Year Strategic Vision.

- Overseeing all operations, programs, procedures, measurements, and reporting for the organization.
- Inspiring, leading, and motivating a dedicated team of professionals, with guidance and management of programs and initiatives.
- Ensuring professional HR practices, hiring, supervising, and evaluating staff and contractors.
- Supervising budget creation, implementation, management, and evaluation.

Marketing & Communications:

- Demonstrating professional communication skills, serving as the primary liaison for the organization with industry stakeholders, media, and diverse partners.
- Championing the value of tourism as an economic driver and effectively communicate the RDMO's significance for regional advancement.
- Developing and maintaining relationships and partnerships with diverse stakeholders in the region, state, and tourism sector, nationally and internationally.
- Providing strategic supervision over the marketing programming, brand strategy, and overall promotional endeavors of WVVA.

Industry Relations & Development:

- Managing an annual budget exceeding \$1 million dedicated to positioning the region as a competitive and thriving destination.
- Reporting key metrics, KPIs, and industry insights to the Board of Directors, industry partners, and stakeholders.
- Providing oversight for annual strategic investments that reinvest tax dollars into multi-disciplinary tourism projects through an equitable and transparent process.
- Maintaining a multi-stakeholder approach with diverse partners to drive cultural, environmental, and regional economic success.
- Representing the Willamette Valley by attending and speaking at industry events.

The ideal candidate possesses:

- A minimum of 5 years of executive leadership experience in the tourism industry, preferably within a Destination Marketing & Management Organization (DMMO).
- A proven track record of success in financial management, including budget development, administration, and reporting.
- Experience collaborating with diverse industry stakeholders including elected officials, tourism leaders, and businesses to build consensus and alignment around a shared vision.

- Background in destination marketing, business development, and/or destination stewardship that highlights multiple sectors in a destination including, but not limited to, arts and culture, culinary and wine, outdoor recreation, environmental assets, regenerative and sustainable tourism, and rural and Tribal tourism.
- Experience in public affairs, legislative topics, and advocacy.
- Demonstrate enthusiasm, professionalism, and accountability.
- Strong leadership capabilities to support and empower a collaborative team, foster innovation, and achieve new levels of success.
- Extensive experience working with a Board of Directors and managing teams.
- Priority is given to candidates with a strong Oregon tourism background and knowledge of the Willamette Valley.
- Availability for overnight travel to attend industry events and represent the organization.

Please note that this job posting provides a general overview of the scope of work and is not an exhaustive list of duties and responsibilities.

Other Requirements

- A valid, unencumbered driver's license is required.
- Travel in and out of state and internationally is required.

TO APPLY:

Qualified individuals who want to be considered for this leadership role with the Willamette Valley Visitors Association should submit a resume, at least three professional references, and a cover letter to careers@willamettevalley.org. Please submit electronically in PDF format with 'Executive Search' in the subject line. Resume review will begin June 25.

Candidates who submit qualifications that most closely meet the requirements may be asked to respond to supplemental questions and/or attend an interview(s) with the hiring committee.

Candidates are subject to a background check.

SALARY & BENEFITS

Employment Terms: Exempt, full-time position. At-Will Employee. This Position reports to the Board of Directors.

Salary: Competitive annual salary commensurate with experience, ranging \$95,000-\$105,000.

Health Insurance: Willamette Valley Visitors Association covers 100% medical, dental, and vision health premiums for employees.

IRA plan: Willamette Valley Visitors Association matches 3% of monthly gross salary in an IRA plan.

Location: Priority is given to candidates who have full-time residency in the Willamette Valley. The Willamette Valley Visitors Association's office is in Salem, Oregon.

About the Willamette Valley Visitors Association

WVVA is a 501c6 that serves as the Regional Destination Marketing Organization (RDMO) for all of Yamhill, Polk, Marion, Linn, Benton Counties, and portions of Lane and Clackamas Counties.

WVVA drives overnight visitation to the region to support thriving communities and economy in partnership with our Willamette Valley DMOs. We inspire travel to the region through integrated marketing celebrating our unique culture, people, and landscapes. WVVA also drives destination development work advancing and managing tourism throughout the region in collaboration with industry partners and stakeholders.

As the RDMO appointed by the Oregon Tourism Commission, WVVA manages the Regional Cooperative Tourism Program (RCTP) for Travel Oregon which is leveraged by the Counties we serve to optimize the economic impact of tourism to the region. We collaborate with industry partners towards a shared healthy regional tourism vision .

Vision

The Willamette Valley Visitors Association (WVVA) is a Regional Destination Management Organization focused on promoting responsible tourism and regional economic well-being that benefits residents and visitors alike. Our mission is to enhance the region's vitality by cultivating authentic experiences to support local communities, ensuring the Willamette Valley's long-term resilience. We are dedicated to fostering the prosperity of the Willamette Valley as a welcoming and inclusive year-round destination.

WVVA is committed to the following shared values:

- Acknowledging that not all people have the same story, needs, or point-of-view as our own.
- Pursuing new voices to share in, and at times guide, our conversations.

- Understanding that equity takes dedicated time, focus, and resources.
- Seeking feedback and investing in repair work.
- Meeting all visitors and community members where they are and creating space to listen.
- Recognizing that Diversity Equity and Inclusion work is critical to the success of WVVA and the Willamette Valley.
- Aspiring to be a model for other organizations in what regional equity looks like.