

Walla Walla

Surprise, surprise.

Web link on TourismWallaWalla.com Executive Director of Tourism Walla Walla position open

Executive Director Tourism Walla Walla

Walla Walla, Washington

The Valley

Nestled against the Blue Mountains in southeastern Washington, the Walla Walla Valley is home to 125 local wineries and considered one of the most recognized 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 the “friendliest small town in America,” Walla Walla, its award-winning downtown area and restaurants, and the wineries have seen tremendous growth in visitors in the last 10 years, attracting people from all over the country. The weather, outdoor recreation opportunities, rich history, performing arts, and scenic beauty all combine to make this small college town a must visit for wine and food lovers. People discover Walla Walla, and come back to purchase second homes, or return for multiple-night stays and visits.

Tourism Walla Walla

This is an excellent career opportunity for a knowledgeable and seasoned tourism executive who can take the tourism and meeting business in Walla Walla to the next level.

This position reports to a 15 member board of directors and is responsible for providing leadership and continuity to stakeholders and staff in carrying out the mission and goals as defined by the board. The focus of the Executive Director is to improve the brand image and destination appeal for leisure travel, group tours, and small meetings/events and improve the financial prosperity for stakeholders.

Not close to any major metro area and yet an easy drive from Seattle, Portland, Spokane or Boise, the reputation of Walla Walla's wine industry has steadily increased the region's tourism.

Position Profile: Executive Director, Tourism Walla Walla, Walla Walla, Washington

Goal: Generate sales, produce jobs and economic development for Walla Walla. Improve hotel occupancy, average rate and REVPAR. Create economic vibrancy for DMO stakeholder institutions and collaborate and grow a spirit of cooperation with all public jurisdictions. Create destination appeal for tourism and small meetings.

Salary range: \$60-\$80,000 D.O.E. with a competitive benefits package.

Budget: Approximately \$600,000 (Calendar 2012)

Staff: Two fulltime staff and some seasonal information center staffing.

Funding: Funding is 83.5% of a 2% "head tax" placed on Walla Walla hotels and dispersed by the city to Tourism Walla Walla, a DMO.

Members: Not a member organization. Stakeholders are recruited and encouraged to promote and advance tourism and economic development throughout the Valley.

Website: www.wallawalla.org

The Executive Director

Professional Attributes desired

- Visionary. Has ability to understand market opportunity.
- Advocates collaboration and is a consensus builder.
- Understands and appreciates the political process.
- Excellent relationship builder.
- Ability to find workable solutions.
- Strong sense of humor and good energy.
- Strong attention to detail.
- Seeks and initiates interaction with all stakeholders, creating a good first impression.
- Have excellent goal-setting skills, both short and long term.

Required Skills and Experience

- A Bachelor's Degree and five+ years of executive leadership with a DMO or related experience.
- 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.
- Contemporary with technology that includes marketing commitments with social media including Twitter, Facebook, and YouTube.
- Seasoned in working with boards and public officials.
- Prior experience in packaging events and hotel products and well-versed in direct reservation services and consumer-based web sites for leisure sales.
- Strong track record and history of working with advertising and PR professionals to deliver a marketing message.
- Understands branding and brand position.
- Experience with state tourism offices and transportation companies.
- Ability to become the voice and face of Tourism Walla Walla.
- Ability to cultivate new stakeholders and insure the future of the DMO.

Ready to move forward?

Please submit resumes including salary history, references and contact information to TWWcareers@gmail.com.

Position open until filled; interviews begin in February.

No phone calls please.