



Job Posting

Title: Vice President of Destination Development & Community Engagement
Department: Destination Development & Community Engagement
Reports To: President & CEO
Pay Rate/Hours/Benefits: Competitive Salary DOE, 40 hours/wk., outstanding benefits including downtown paid parking.

Visit Albuquerque, a premier destination marketing organization in the Southwest, seeks a motivated and experienced destination and community leader to oversee the strategic planning, design and implementation of all areas of Destination Development and Community Engagement by leveraging all internal resources and community outreach to expand and enrich the destination's recognition and unique visitor experience.

The following major areas of the organization serve as members of this division:

- Destination Development
- Community Engagement
- Partnership Development
- Visitor Information Centers

Serve as a member of the Executive Leadership Team, providing support to the Chief Executive Officer by assisting in the strategic formulation and administration of organization policy, along with implementing the organization's vision, mission and key objectives.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Direct and oversee organization's departmental responsibilities within the following four areas of concentration: Destination Development, Community Engagement, Partnership Development, Visitor Information & Visitor Information Centers.

- Serve as a member of the Executive Team; and interacts with Board members as required.
- Design and implement departmental policies, policy manuals, and memos and internal and external reporting and developing short and long-range goals and objectives pertaining to the reporting departments.
- Carry out supervisory responsibilities including interviewing, hiring and training employees; planning, assigning and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Destination Development

- Design, implement and evaluate tourism development short-term and long-term strategic plans and programs that enhance the Albuquerque tourism experience. Focus on the quality and position of the city as a premier destination in the Southwest.
- Collaborate with elected and governmental leaders, stakeholders, members of the hospitality industry and community partners in developing tourism enhancement experiences.
- Oversee and expand the Albuquerque Community Experience (ACE) training education efforts within the destination, creating targeted training sessions to increase destination knowledge, presenting a positive image for the destination and greater destination awareness.
- Collaborate with the Executive Team in the production of the Annual Marketing Plan and Annual Report.

Community Engagement

- Participate in and attend community, industry and Visit Albuquerque events to foster support for and represent Visit Albuquerque, increasing organization's visibility in the community and creating greater awareness of the organization, the value of tourism and visitor spending.

- Encourage and maintain Visit Albuquerque's community connections and relationships including business, government, stakeholders, community interest groups, hospitality and tourism industry organizations through collaborative efforts, greater exposure and active presence within the city.
- Represent Visit Albuquerque in community discussions and focus groups that relate to the travel and tourism industry.
- Collaborate with the President & CEO and the Marketing and Communications Department in the creation of activities, projects and campaigns focusing on destination development and insight and local engagement.
- Maintain active membership in appropriate industry organizations.
- Develop and implement strategic plans targeting areas for partnership expansion within the city and surrounding areas.
- Manage the Community Engagement staff.

Partnership Development

- Develop goals and establish annual revenue targets for Partner recruitment and retention.
- Foster relationships with Partners in order to understand their challenges and anticipate their needs.
- Design and implement processes and programs that ensure Partners understand Visit Albuquerque's mission and stay engaged with Visit Albuquerque.
- Provide guidance and direction to ensure that Partners understand and take advantage of their Partner benefits.
- Serve as a point of contact for Partners as needed.
- Oversee the development of Partner collateral materials and Partner communications, in collaboration with the Marketing & Communications Department.

- Manage the Partner Development staff.

Visitor Information Centers

- Oversee the operations of Visit Albuquerque's Visitor Information Centers, ensuring that they have the resources to meet visitors' needs and expectations.
- Manage the Visitor Information Centers staff.

QUALIFICATIONS

Education/Experience

Bachelor's degree with 10 years of progressively more responsible destination development and community engagement experience. Degree in hospitality, public administration or related field desirable. Equivalent combination of education and experience will be considered.

Required/Acquired Skills, Knowledge and Competencies

- Knowledge and appreciation of Albuquerque.
- Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management and boards of directors.
- Demonstrated ability to positively interact with Visit Albuquerque partners, Board of Directors members and industry representatives.
- Experience with advocacy and community involvement preferred.
- Goal oriented, reliable in meeting deadlines, well-organized.
- Experience in identifying target audiences and devising strategies that engage, inform and motivate and build consensus.
- Demonstrated analytical skills.
- Demonstrated ability to lead, manage and develop staff.
- Strong written and verbal communication skills; ability to explain financial terms and concepts to non-financial personnel.

- Demonstrate professional and ethical conduct at all times in accordance with Company policy.
- Track record of sound judgement and decision making. Demonstrated ability to recognize problems and respond effectively. Ability to gather information, sort through complex issues, seek input from others, address root cause of issues, make timely decisions - using consensus when possible, and communicate decisions to others.
- Ability to adapt to change, be open to new ideas, take on new responsibilities, and make adjustments to meet changing organizational and community needs.
- Ability to respond effectively to the most sensitive inquiries or complaints.
- Working knowledge of general business administration practices.
- Working knowledge of Microsoft Office software.
- Demonstrated ability to effectively present information and respond to questions from groups, clients, customers, and the general public.
- Must be well groomed and maintain a professional appearance at all times in keeping within industry standards.

Send or email resume and cover letter to:

Human Resources
Visit Albuquerque
20 First Plaza NW, Suite 601
Albuquerque, NM 87102

E-mail: jobs@visitABQ.org

EOE

The mission of Visit Albuquerque is to stimulate economic growth by marketing Albuquerque as a convention and visitor destination. For more information, call 505.842.9918 or visit our web site at www.VisitABQ.org.