



Job Description

JOB TITLE: Sustainability & Policy Manager	REPORTS TO: Executive Director
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DEPARTMENT: Programs & Operations CLASSIFICATION: Full-Time (40+ hours per week), M - F, Exempt
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Visit Durango is the official destination management and marketing organization of Durango and La Plata County. Our mission is to promote the Durango brand, to create demand in visitation and increase overnight stays in Durango and La Plata County, to support a positive visitor experience, and to drive economic impact for the benefit of visitors and local stakeholders.

GENERAL PURPOSE:

The Sustainability & Policy Manager will be a key leader in our local community and at Visit Durango. The Sustainability & Policy Manager will be responsible for creating and implementing new sustainable tourism & destination management programs for La Plata County. This role will help guide the future direction of our organization and the local tourism industry. The main focus of this position will be sustainable tourism, which incorporates the environment, economics, and culture of the destination.

ESSENTIAL DUTIES & RESPONSIBILITIES

Sustainability:

- Manage sustainability & destination management certification processes & memberships
- Work in tandem with the Marketing & Sales Departments to create sustainability-focused B2C and B2B campaigns and programs
- Create programs and consult with stakeholders and business partners on energy use, resource conservation, waste management, safety regulations, etc.
- Identify key performance indicators of sustainability for the destination and track progress on an ongoing basis

DEI:

- Collaborates with leadership to implement and monitor Visit Durango's diversity, equity, and inclusion programs both from an organizational standpoint and for marketing and visitor services programs
- Pursue special inclusivity certifications (examples: Autism-Certified, CBTU, etc.)

Policy & Advocacy Programs:

- Advise the Visit Durango staff & Board of Directors on requests for advocacy
- Develop relationships with local and state government officials and political representatives in order to advance the mission of Visit Durango and advocate for the tourism industry. Regularly attend advocacy events
- Stay current on state and federal policy issues that impact travel and tourism
- Apply for, manage, and report on relevant grants
- Produce and give community presentations to stakeholder groups about destination management, sustainability & other topics

JOB QUALIFICATIONS:

Required Qualifications:

- 4+ years in Sustainability, Policy, Government Relations, Lobbying, or other relevant roles
- Bachelor's Degree in Environmental Studies, Political Science, or related field
- Expertise and degree, certification, or significant coursework in Sustainable Tourism
- Ability to learn computer functions, systems and on-the-job skills
- Excellent communication skills (written, verbal, and presentation)
- Leadership skills-- visionary, collaborative, positive, honest, authentic, and ambitious
- Excellent communication and relationship building skills with an ability to prioritize, negotiate, and work with a variety of internal and external stakeholders
- Ability to respond promptly and reasonably when making decisions, effective at problem solving
- Ability to work independently and to carry out assignments to completion within parameters of instructions given prescribed routines, and standard accepted practices
- Commitment to advancing diversity, inclusion, and equity within Visit Durango and the tourism industry

Preferred Qualifications:

- Experience creating a Sustainability Plan or Destination Master Plan
- Experience implementing a DEI initiative
- Experience at a Destination Marketing Organization or Government entity

To apply, send a cover letter and resume to: careers@durango.org

EMPLOYMENT PACKAGE:

Salary Range \$55,000- \$67,000 (DOE)

In compliance with **Colorado's Equal Pay for Equal Work Act (EPEWA)** we are disclosing the compensation for this position. Factors that may be used to determine your actual salary may include your specific skills, years of experience in this field and

in comparison to other employees already in this role. A potential new employee's salary history will not be used in a compensation decision.

Generous benefits including:

- Health, Vision, Dental, and Short-Term Disability
- 17 Days of Vacation + Holidays + Sick/Personal Days

WORK ENVIRONMENT:

The candidate must be based in southwest Colorado and able to commute to the Durango office five days per week. Must be able to focus in an open work space. Position requires hearing, talking, and sitting. This position involves domestic travel.

***NOTE:** Visit Durango is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including pregnancy), sexual orientation, gender identity, national origin, disability, marital status or status as a U.S. Veteran.*