



VISIT ESTES PARK

CHIEF EXECUTIVE OFFICER

SUMMARY

The Chief Executive Officer is responsible for the efficient administration of all departments and functions within the organization including strategic planning, budget preparation and management and staff oversight. This position represents the organization, providing leadership and guidance, and develops and maintains positive and effective relationships with internal and external stakeholders. The Chief Executive Officer reports directly to the Board of Directors.

EXAMPLES OF ESSENTIAL DUTIES AND RESPONSIBILITIES

The below list is intended to be illustrative of the responsibilities of the position and not all-encompassing. Visit Estes Park (VEP) may change these duties at any time.

- Provide direction, oversight and guidance to all departments and oversee all operations
- Represent Visit Estes Park in the community, including businesses, government organizations, non-profit organizations, media outlets and associations
- Provide employee direction and supervision to include instruction, assigning and reviewing work, scheduling projects, evaluating performance, taking and/or effectively recommending necessary personnel actions, and resolving employee complaints
- Lead the annual development of the Operating and Marketing plans
- Serve or appoint staff to supporting organizations in the Estes Valley. Ex. Chamber, EDC, Visitor Center, Arts District, Estes in Bloom, etc.
- Meet regularly with the District Board of Directors keeping them informed and involved in the marketing efforts and initiatives at VEP
- Ensure Visit Estes Park operates within the adopted budget
- Oversee the policies, strategies and procedures associated with the Board adopted Operating Plan
- Ensure Visit Estes Park is compliant with all local, state and federal law
- Inspire staff to be creative by encouraging new thinking, new ideas and an environment that rewards creativity

EXPERIENCE

- Minimum of eight (8) years of progressively responsible leadership experience in a marketing environment; destination marketing experience preferred
- Experience with strategic and operational planning
- Experience with budget preparation and management
- Experience with managing complex external stakeholder relationships