



481 Water Street Oakland, CA 94607

JOB DESCRIPTION

Job Title:

President & CEO, Visit Oakland

ORGANIZATION BACKGROUND

Visit Oakland is the non-profit destination marketing and management organization for Oakland, California. Its mission is to inspire travel and foster our unique experiences while strengthening the local economy. The goal is to promote Oakland through marketing, advertising, public relations, group sales, promotions, events and sponsorship, branding Oakland as a choice destination for regional, national and international travelers alike. Visit Oakland works in partnership with tourism related businesses including lodging properties, restaurants, and local community destination marketing organizations.

The new CEO will inherit a dedicated board and staff eager to advance the economic impact for tourism in Oakland. With a secure dedicated funding stream, the opportunity for success is prominent with this position.

POSITION SUMMARY

The President and CEO for Visit Oakland is responsible for the leadership and management of all daily operations of the organization in its mission to brand, market, and sell Oakland as a must-experience destination; to strengthen the local economy by increasing travel to Oakland. The position develops strategic direct sales efforts through group and leisure sales that grow not only occupancy, but restaurant covers, and turnstile increases at local attractions.

This highly visible position interfaces with key community, government, media and tourism leaders, serving as the key spokesperson for the organization, ensuring ongoing and active communication with all tourism industry, public and private constituents, and develops advocacy programs to communicate the mission and raise awareness of the organization. The President/CEO reports directly to the Executive Committee of the Board of Directors, and is accountable to the full Board on all aspects of the performance of his/her/their duties and responsibilities. The President/CEO is responsible for carrying out the long-range strategic plan and direction set forth by the Board of Directors and ensuring that the organization meets or exceeds established goals. Establishes organizational structure and delegates authority to the executive team members while leading the overall entity towards objectives consistent with the mission of the organization.

ESSENTIAL DUTIES AND RESPONSIBILITIES

ORGANIZATION LEADERSHIP

- Manage the business functions of the organization to include ecommerce, group sales, marketing and communications, partnership and administrative functions. Work closely with the executive team and key stakeholders to develop and implement a comprehensive work program and annual strategic plan aimed at maximizing the organization's effectiveness through the alignment and agreement on goals, including room nights and other industry benchmark measures. Ensure the organization meets or exceeds all goals by ongoing monitoring of the strategic plan, measurement of results, and making corrections as needed.
- Provide motivational leadership for Visit Oakland's executive, professional and support staff, assuring these individuals are developed into a cohesive, responsive and results-driven team. Provide vision, direction, coaching, counseling, and development opportunities. Ensure the executive team is provided with appropriate resources to effectively carry out the strategic functions of their department. Ensure legal compliance with human resources law in all personnel actions and record keeping.
- Assure a workplace culture that is innovative, supportive, inclusive and rewarding, and where performance is regularly evaluated, feedback and development opportunities provided, improvement measures identified, and achievement is recognized. Regularly measure the workplace culture through employee engagement surveys, and work with the executive team to continually monitor and improve the culture of the organization. In short, the team should be a reflection of Oakland's rich cultural and trend setting nature.
- Ensures Sales team activities are measured and corrected as needed to meet goal(s).
- Ensure strategic investment in research and analytical tools to assist the organization with identifying trends, new and developing markets, measuring success and developing strategies that evaluate return on investment.
- Work closely with other Bay Area DMO's to leverage synergetic opportunities.
- Engage closely with Visit California to leverage their S&M and distribution resources and strengths.

FINANCIAL OVERSIGHT AND DEVELOPMENT

- Collaborate with and nurture existing and potential funding sources to ensure a stable, adequate and continuous funding base in support of Visit Oakland and its marketing strategies. Initiate strategies to increase and further stabilize funding base.
- Ensure that the expenditures of hotel occupancy taxes and municipal funding are in compliance with state and local laws, and the organization's obligations as a custodian of public and private funds. Ensure required reporting and communication to all funding sources and regulatory bodies is completed in a timely manner including providing the Board with timely audit results.
- Develop strategies to identify and pursue new sources of revenue or services which would assist Visit Oakland in carrying out its mission and grow its funding.
- Work with executive leadership to develop the annual operating budget and staffing requirements. Ensure the organization monitors the annual budget and adjusts the allocation of resources as required.
- Oversee the finance team in ensuring sound internal controls, segregation of duties, and development of policies and procedures to ensure prudent and transparent management

of organization resources, including occupancy tax and Measure C funding. Participate in annual audit and ensure all regulatory filings are reviewed and completed in a timely manner.

- Ensure all organization activities are implemented and in compliance within established policies and procedures, bylaws, guidelines, laws and ethical standards. Ensure enforcement of policies and corrective measures as required.

ADVOCACY AND COMMUNICATION

- Maintain active involvement in the community to enhance the visibility and reputation of Visit Oakland. Ensure an understanding in the community of the mission of Visit Oakland and the programs and services available.
- Implement advocacy programs and educate and enlist the support of community leadership, stakeholders, government officials, and Visit Oakland's Board members and partners in the promotion of convention and tourism initiatives in the region and state.
- Unify and support all local marketing organizations in advancing Oakland's image. Shift local players towards a more seamless ecosystem that shapes and advances One Oakland.
- Establish effective communication networks throughout the Oakland community and within the industry to ensure a consistent and regular flow of information.
- Develop relationships with state and local government officials and political representatives in order to advance the mission of Visit Oakland and advocate for the tourism industry. Regularly attend advocacy events at the state, local and federal level as needed. Stay current on state and federal policy issues that impact travel and tourism; advocate and lobby on issues as directed by the Board.
- Be an active partner in supporting economic development in the region; regularly participate in and attend events, work groups, and task force meetings of regional partners to include all Oakland Business Improvement Districts (BIDS), Chambers of Commerce, Brand California, Brand USA, SF Travel Assoc., Visit California. Oakland International Airport.

BOARD EFFECTIVENESS

- Working with the Board Chair, ensure recruitment and development of a diverse Board of Directors that is representative of the tourism industry and key community stakeholders. Ensure the Board of Directors are oriented to the mission of Visit Oakland and possess the tools to serve as key advocates for the organization and tourism industry.
- Work with the Board of Directors to develop the long-range strategic plan for the organization. Identify key priorities for the organization and the tourism industry. Ensure the long-range strategic plan is implemented under the direction of the Board of Directors and committees of the Board.
- Work with the Board Chair to develop Board and committee agendas. Promote and encourage active Board involvement in the achievement of Visit Oakland goals.
- Ensure sound governance, business ethics and fiduciary oversight of the Board of Directors and organization by working with the Board to develop bylaws, policies, and procedures in accordance with all relevant regulatory requirements and non-profit best practices. Ensure transparency to the Board of Directors, partners, and community.
- Advise and guide the Board of Directors on matters related to the local tourism economy and destination marketing industry.

- Ensure the preparation and timely distribution of Board meeting packets, including properly published agendas, financial reports and results, and any additional documents for discussion.
- Ensure the board receives regular updates on progress towards the goals and objectives outlined in the Board Strategic Plan and the annual organization operating plan.

ADDITIONAL DUTIES

- Develop strategies and implement programming to support targeted product development. Work with local officials and private industry to enhance and support tourism product development that will benefit the tourism industry and community. (e.g. convention center expansion, transportation options, etc.)
- Maintain and increase professional and technical knowledge by participating in industry conferences and professional associations, and actively pursue development plans as established by the strategic plan.
- Other related work as necessary to support the mission of Visit Oakland.

QUALIFICATIONS

Job Skills and Requirements

- Bachelor's Degree in business administration, public administration, marketing and communications or other relevant field required; advanced degree is preferred.
- Or, an equivalent combination of education, experience and training that would provide the knowledge, skills and abilities required for the successful performance of the essential job duties.
- Minimum of ten years of leadership or management/supervisory experience in fields utilizing the knowledge, skills and abilities listed below.
- Prior hospitality/tourism, association, or economic development experience preferred.

Communication Skills

- Proven leadership and exceptional communication skills, including presentation skills.
- Strong relationship building skills and ability to clearly communicate mission and progress to all constituents.
- Extensive media and public speaking experience; proven experience in media and social media relations.
- Proven track record of negotiating and interpersonal skills.

Marketing Skills

- Knowledge of marketing, advertising, and branding theories.
- Experience in Brand enhancement, managing, and leveraging.
- Exposure to launching digital marketing efforts and website management
- Strong understanding of benefits of leveraging social media, photography, and video in marketing.

Sales Leadership

- Skilled in the areas of market analysis, analytics, deployment, and research.
- Proven success with sales team recruitment, retention, and overall development.
- Experience with setting goals and measuring success.

Critical Characteristics Needed

- Cultural Competence: ability to understand, communicate with and effectively interact with diverse cultures, operating with an inclusive perspective and developing culturally competent team members. Possess a high degree of social consciousness and cultural engagement/sensitivity.
- Innovative, strategic and visionary leader; able to interpret rapidly changing and emerging industry trends and resources, while demonstrating the ability to adopt or discontinue actions for greatest return on investment.
- Results- oriented and analytical. Exceptional and proven business and financial acumen. Demonstrated knowledge and experience in fund development.
- Passionate, personable, and inspirational leader with an entrepreneurial spirit.
- Open, honest, direct and accessible; possess a proven track record of leading diverse staff and managing a large board that includes a broad section of various constituents.
- Exceptional consensus builder.
- Ethical stewardship: demonstrates high integrity and business ethics at all times, serving the public and employees in full accord with policies and bylaws.
- Ability to travel by air and personal vehicle.

ACCOUNTABILITES FOR SUPERVISION

- The President and CEO has full responsibility and ultimate authority for supervisory decision- making not only for direct reports but for all employee team members within the organization.
- Makes decisions related to the selection, promotion, transfer, and discipline of all employee team members.
- Assures appropriate training is facilitated for new employees, personally participating as necessary, to ensure established procedures are clearly understood and followed.
- Ensures appropriate performance management programs are established for executive team and administered in an accountable and timely manner.
- Answers employee questions, resolves work-related issues and interpret organization policies to staff to improve the quality and quantity of work performed within accountable areas.
- Administers company policies in a fair and equitable manner and fully documents all incidents and actions taken.

NOTE

This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization. Salary commensurate with experience.

Submit your resume and written response to the following 3 questions to CEOsearch@visitoakland.com. Deadline to apply on May 28, 2021.

- What is your overall philosophy for leading an organization?
- Please provide 2 to 3 examples of programs/tactics you have deployed to drive business to your organization
- Why You? Why Now? and Why Here?