

# VP of Marketing

Visit Huntington Beach | Surf City USA®

Visit Huntington Beach (VHB) is seeking a **Vice President of Marketing** to lead brand strategy, performance-driven marketing, and team development for one of the most iconic destination brands in the world.

Reporting directly to the President & CEO, this senior leader will oversee destination marketing strategy, agency and vendor relationships, digital transformation, and a talented in-house marketing team. The role is central to advancing Surf City USA® as a globally competitive destination while delivering measurable economic impact for hotel partners, the Tourism Business Improvement District (TBID), and the broader community.

This is a pivotal leadership opportunity during a period of momentum and visibility, with immediate priorities including a major website rebuild, execution of the three-year strategic plan, and positioning the destination for LA 2028-related opportunities.

## Ideal Candidate Profile

- 8–10+ years of senior marketing leadership experience
- Tourism, destination marketing, hospitality, or closely related industry preferred
- Proven experience leading teams and managing agencies
- Demonstrated success managing marketing budgets of at least \$2M and teams of 4 or more
- Data-driven, digitally fluent, and comfortable with innovation and AI-enabled tools
- Strong emotional intelligence, sound judgment, and resilience in a high-visibility environment
- Collaborative leader with the ability to balance creativity and discipline



## Key Responsibilities

- Lead and execute VHB's destination marketing and brand strategy across paid, owned, and earned channels
- Serve as steward of the Surf City USA® brand, ensuring consistency, relevance, and innovation
- Own agency and vendor relationships, ensuring alignment with strategy and ROI discipline
- Oversee a major website rebuild and digital modernization initiative
- Strengthen marketing measurement, research, and performance insights
- Collaborate closely with Sales, Communications, and Tourism Development to support demand generation and need periods
- Mentor, develop, and lead a high-performing marketing team of four professionals

## Compensation & Benefits

Base salary \$175K - \$200K plus incentive compensation and comprehensive benefits. Relocation assistance may be available for the right candidate.



To learn more or express interest, contact: [VHB@winnerpartners.net](mailto:VHB@winnerpartners.net)

Visit Huntington Beach has engaged Winner Partners, a national executive search firm specializing in senior leadership placements for destination, tourism, and economic development organizations.