



**JOB TITLE:** DESTINATION DEVELOPMENT MANAGER  
**STATUS:** FULL TIME (NON-EXEMPT), 37.5 WORK WEEK  
**POSITION REPORTS TO:** PRESIDENT & CEO  
**COMPENSATION:** \$20-30/HOUR DEPENDING ON EXPERIENCE  
PLUS QUARTERLY BONUS PROGRAM

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**SUMMARY:**

Visit Vancouver WA is seeking a detail-oriented and technically savvy professional with a passion for customer service and getting things done. The ideal candidate is comfortable wearing many hats, being accountable to multiple stakeholders, and flexibly accommodating shifting priorities in a fast-paced office environment.

The Destination Development Manager is responsible for establishing & maintaining productive relationships with various stakeholder groups responsible for the local visitor economy, which in turn plays a vital role in enhancing the visitor experience in Vancouver and Clark County. This position is responsible for overseeing and implementing a range of programs and services that support visitors and strengthen the local tourism industry.

Reporting to the President & CEO, this position will assist with Destination Master Plan and other related projects on behalf of the organization. The position also reports indirectly to both the Director of Marketing & Communications as well as the Director of Group Sales, deploying with their teams occasionally to assist them with Destination Development initiatives.

Full-time positions are eligible for medical/dental/vision benefits, 401k retirement plan, and short/long term disability coverage. The position accrues PTO and is eligible for paid holidays and one birthday bonus day annually.

**JOB DUTIES/RESPONSIBILITIES:**

General duties include but are not limited to the following:

Visitor Services:

- Develop and maintain partnerships with local businesses and attractions to provide comprehensive information and referrals to visitors.
- Respond to visitor inquiries effectively and efficiently through various channels (phone, email, social media).

Community Relations:

- Build and maintain strong relationships with local businesses, community organizations, and stakeholders.
- Collaborate with local partners on tourism-related initiatives and events.
- Represent Visit Vancouver Washington at community events and meetings.



#### Industry Support:

- Provide resources and support to local tourism businesses, such as training programs, marketing assistance, and industry best practices.
- Conduct market research and analysis to identify opportunities for tourism growth.
- Monitor industry trends and competitive landscapes.

#### Program Development & Implementation:

- Develop and implement new programs and services that enhance the visitor experience and support tourism growth.
- Manage the budget and resources for destination development programs.
- Monitor program effectiveness and make adjustments as needed.

#### Working with Marketing & Communications / Group Sales Teams:

- Promote visitor services programs and initiatives through various marketing and group sales channels.
- Develop and maintain a strong online presence for visitor services.
- Create compelling content that highlights the unique experiences available in Vancouver, Washington.

#### Miscellaneous:

- Maintains organized electronic file systems within a shared drive
- Performs general administrative functions and assists in day-to-day operations of the office
- Assists with office projects
- Will perform other duties as assigned

#### **REQUIREMENTS / MINIMUM QUALIFICATIONS:**

- Bachelor's degree from an academic institution in tourism management, hospitality, business administration, urban planning, or similar field OR applicable workplace experience equivalent to a four-year degree.
- More than two years professional experience in tourism, economic development, hospitality management, or similar field including experience in a program management capacity.
- Proven ability to clearly express complex thoughts, ideas, statistical results, and management concepts in oral and written form
- Knowledge of Vancouver WA, Portland OR and/or Pacific Northwest destinations, and their appeal to visitors
- Penchant for learning about new destination developments and proactively seeking out new experiences relevant to visitors
- Excellent computer skills with proficiency in Microsoft Office Suite, and working knowledge/understanding of Adobe Design Suite/Creative Cloud
- Experience with Customer Relationship Management (CRM) and Content Management System (CMS) platforms



**WORKING CONDITIONS:**

This position requires the ability to perform those activities to complete the essential functions of the job, either with or without reasonable accommodation. The position requires continuous and/or frequent talking, repetitive motions of hand/wrists, hearing, and handling. Mental activities required by the employee in this position include decision making, interpersonal skills, teamwork, creativity, customer service, use of discretion, problem analysis, negotiation, and the ability to perform math and to read, write, speak and understand English. Required physical activities can include frequent keyboard fingering, talking, repetitive motions of hands and wrists, sitting, hearing and lifting, pushing, pulling, and carrying objects up to 35 pounds.