



Visit Estes Park  
The Destination  
Marketing Organization  
VisitEstesPark.com

# POSITION ANNOUNCEMENT

## PRESIDENT AND CEO

Directs the implementation of all marketing and operations functions including Public Relations & Communications, Community Relations & Stakeholder Sales, Marketing & Advertising, Operations & Finance, and Group Sales & Services. Works directly with the Visit Estes Park Board on policy making and strategies for the organization. Acts as primary spokesperson for the organization.

### Job Duties:

- A. Oversees administrative, operation and marketing functions of Visit Estes Park, including execution of the annual Marketing Plan.
- B. Advises the Chairman of the Board, the Board and such other committees as designated.
- C. Oversees the creation of financial reports and annual audit reports in accordance with procedures approved by the Board.
- D. Develops and supervises the implementation of an annual Operating and Marketing Plan, including marketing, advertising, and public relations activities.
- E. Directs the preparation of the annual budget that supports these activities and presents it to the Board for approval.
- F. Attends all meetings of the Board and other designated committees in an advisory, non-voting capacity.
- G. Establishes and maintains ongoing effective communications with stakeholders, media, government leaders, business and cultural institution leaders, convention and events planners, and the local tourism industry.
- H. Represents Visit Estes Park at selected local, state, regional and national conventions that serve to foster the betterment of Visit Estes Park's mission.
- I. Develops and maintains effective organizational policies and ensures all Visit Estes Park activities are implemented within these established policies, guidelines, laws and ethical standards.
- J. Selects, trains, supervises, and evaluates assigned personnel; coordinates staff training; implementation of discipline and termination procedures for all staff members via the adopted Estes Park Local Marketing District/Visit Estes Park Employee Handbook.
- K. Establishes goals for individual departments and assists staff in order to meet those goals.

### Required Knowledge, Skill, and Abilities:

1. Knowledge of marketing, business theories, practices, and procedures
2. Knowledge of the principles and practices of budget preparation and administration
3. Knowledge of the principles of supervision, training and performance evaluations with proven ability to recruit, train and develop staff
4. Strong interpersonal skills and an ability to provide leadership
5. Skills providing excellent customer service to a broad spectrum of community members and stakeholders
6. Excellent verbal, written, and presentation skills
7. Ability and desire to work in a results driven environment
8. Ability to deal affirmatively with the public and co-workers

### Education:

Four year degree from an academic institution; marketing, sales or business major preferred.

Page 2- Visit Estes Park CEO & President Position Announcement

Experience:

Five or more years of experience in a senior leadership position performing destination marketing services. Background with Colorado mountain tourism is preferred, but not required.

How to Apply:

Qualified applicants must submit a resume and letter of interest to: [rdelacastro@employerscouncil.org](mailto:rdelacastro@employerscouncil.org) no later than 5:00 PM on March 23, 2018.