

Executive Director
Lake Tahoe Visitors Authority

Seeking an experienced, hands-on, marketing management professional to lead the efforts of a bi-state, multifaceted destination marketing organization.

Candidates should submit resume and a cover letter detailing experience, qualifications, significant achievements, references and salary history to:

Mayor Tom Davis, Board Chair
Lake Tahoe Visitors Authority
1156 Ski Run Boulevard
South Lake Tahoe, CA 96150

No phone calls or e-mail submissions, please. Application Deadline is 5:00 PM, Pacific Daylight Time, August 13, 2004.

Position: Executive Director of the Lake Tahoe Visitors Authority

Overview: The Lake Tahoe Visitors Authority (LTVA) provides destination marketing and tourism program development and management services for the greater South Lake Tahoe community, which includes the City of South Lake Tahoe, California and Stateline, Nevada. The area is home to a variety of destination attractions with the most significant being beautiful Lake Tahoe and its climate. Key destination interests include lake activities and world-class gaming, entertainment, dining and skiing. The area is home to outstanding recreation activities of swimming, boating, kayaking, golf, parasailing, bicycling, mountain biking, winter skiing, snowshoeing, and cross country skiing.

Organization: The LTVA is an independent 501(c)6 nonprofit organization formed in 1986 with the purpose of promoting Lake Tahoe as a premier, year-round destination resort. It is currently funded by a percentage of Transient Occupancy Tax (T.O.T) collected by both the City of South Lake Tahoe and Douglas County, Nevada.

The organization has a seven member Board of Directors, which is comprised of representatives the City of South Lake Tahoe City Council, the Douglas County Commission, the South Lake Tahoe Chamber of Commerce, the Douglas Chamber of commerce, the Lake Tahoe Gaming Alliance the South Lake Tahoe Lodging Association and a member at-large selected by the board.

The organization also has several working committees. They currently are the Marketing Advisory committee, the Sales committee, and the Internet Working-group.

Position Purpose: To be responsible for and direct the LTVA's efforts to market and promote the greater South Lake Tahoe region as a destination resort. To be responsible for the professional and political representation of the LTVA to key governmental entities and organizations. To communicate and work effectively with the broad base of LTVA constituents in the pursuit of the organizations goals.

Position Responsibilities: The Executive Director, operating under the authority of the seven-member Board of Directors, has executive authority and responsibility to conduct the marketing and management operations of the LTVA consistent with the Bylaws of the organization and with the policies, programs and directives of the Board and with the contractual requirements with the City of South Lake Tahoe and Douglas County. The Executive Director is responsible for the development, implementation and oversight of tourism strategic planning for the region and its hospitality industry. The position includes special responsibility for community and government relations for the local hospitality industry. The Executive Director is responsible for overseeing all LTVA contracts including advertising, public relations, accounting and other services that it may enter in agreements. The position is responsible for the management and oversight of the administrative office, staff and functions that support its efforts.

Executive Director

Qualifications: At a minimum, at least five years of immediate past experience in marketing and/or marketing organization management within the travel and hospitality industry or management of similar affinity organizations, preferably with a destination resort region.

A bachelor's degree in marketing and business administration is preferred.

Strong work ethic, excellent communication skills, demonstrable leadership skills high integrity, and the ability to work comfortably and effectively with the news media, community organizations and governmental agencies.

Specific Duties:

- Maintenance of strong positive relations with local facilities, government, agencies and the constituency of the LTVA.
- Preparation, implementation and oversight of annual marketing strategies, plan and budget with the Marketing Advisory Committee.
- Liaison between the funding constituents of the LTVA, primarily the city of South Lake Tahoe, Douglas County and the Tahoe Douglas Visitors Authority.
- Preparation, implementation and oversight of LTVA annual budget.
- Supervision and training of office administrative and sales staff, including TDVA administrative position.
- Ensuring positive public relations and exposure for the region and the LTVA.
- Preparation and implementation of monthly organization meetings.
- Preparation and implementation of monthly committee meetings.
- Other duties as assigned

Position Requirements:

- Excellent leadership and supervisory skills.
- Excellent public speaking and written communication skills.

- High-level political and interpersonal skills and ability to develop and maintain positive relations with community, constituency and governmental entities.
- Professional demeanor and presentation
- Background in destination resort marketing with knowledge of destination/resort marketing trends, issues, challenges and opportunities.
- Experience and skills in marketing functions including advertising, sales, Internet, database and direct mail, travel familiarization/site tours and trade shows.
- Ability to work professionally with a diverse constituency.
- Strong financial management with experience in budget planning and implementation.
- Ability to work comfortably and effectively with the media.

Executive Director

Reports to: LTVA Board of Directors and its Chair

Frequent Internal Contacts: Staff, LTVA Board, LTVA Chair, And Marketing Advisory Committee.

Frequent External Contacts: Nevada and California governmental and tourism entities including but not limited to the City Of South Lake Tahoe, Douglas County, the TDVA, the South Tahoe Lodging Association, Chambers of Commerce, State of California Tourism, State of Nevada Tourism...

Number of Employees under Supervision and Titles: Currently four.

- Director of Sales and Administration
- Fulfillment Coordinator
- Sales and Marketing Assistant
- Bookkeeper

Organization Budget: Historically \$3.4 million, 2004 – 2005 projected at \$2.0 million.

Status: Exempt position, may require weekend or evening work.

Compensation: Compensation will include a competitive salary and well-rounded benefit package.