





ABOUT SEATTLE SOUTHSIDE

Seattle Southside offers limitless fun, all year round. From indoor skydiving in the winter to beachcombing in the summer, there are so many things to do and see, you'll be sure to find fun for the entire family in Seattle's Backyard. Only 15 minutes south of downtown Seattle and 20 minutes north of Tacoma, Seattle Southside is a happening hub that's perfectly situated between urban attractions and natural wonders (not to mention near Seattle-Tacoma International Airport). With multiple light rail stations, dining options, sports and shopping, Seattle Southside is the perfect home base for a Pacific Northwest adventure.

[Three Unique Communities](#) Seattle Southside consists of three hidden gems, [Tukwila](#), [SeaTac](#) and [Des Moines](#), that have a lot to offer.

[Events](#) – There's always something happening in Seattle's Backyard.

[Attractions](#) - You'll be in the center of all the fun.

[Sightseeing](#) – There are plenty of sights to see, new and old, worth exploring.

[Nature & Adventure](#) – It's good to get outside, from boating to hiking and more.

[Family Fun](#) - Seattle Southside has a fun, laid-back style.

[Entertainment](#) - From big-city entertainment to small-town family fun

[Shopping & Wellness](#) - Shop local, regional, or national—we have it all.

Click [here](#) for more information on exploring Seattle's Backyard.

MEETINGS

Home to great views, diverse culture, and a variety of versatile meeting space, Seattle Southside offers the complete—and convenient—package when planning an event or conference. Here are some of the top reasons to meet and retreat in Seattle's Backyard.

Ideally Located - Situated outside of the hustle and bustle of the downtown corridor, Seattle Southside's central location puts your attendees at the center of it all.

Affordable - Get the most out of Seattle's Backyard on a budget with meeting hotels typically priced 20–30% less than those in downtown Seattle.

Accessible - [Seattle-Tacoma International Airport](#) is in Seattle's Backyard, so getting to and around Seattle Southside is a cinch.

Free Help - Get complimentary [meeting planner support services](#) and welcome resources, including registration bags, coupons, a mobile visitor center, and more.

- [The Complete Meetings Package](#) - With more than 350,000 square feet of versatile event space, you'll find unique venues, group dining restaurants, and 30+ meeting hotels to accommodate your event.
- [Itineraries for All Interest](#) - From military and family reunions to corporate and retreat-style events, explore [sample itineraries](#) and ideas for all interests.
- [See What All the Buzz is About](#) - Get a glimpse of what Seattle Southside has to offer your next meeting or event with [videos](#) offering meeting planner tips, reunion experiences, and more.

Click [here](#) to download the Meetings & Events Guide.



ABOUT SEATTLE SOUTHSIDE REGIONAL TOURISM AUTHORITY

Seattle Southside Regional Tourism Authority (RTA) is the official destination marketing organization for Seattle's Southside including the cities of SeaTac, Tukwila, and Des Moines. The organization is responsible for promoting the community as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, the RTA strengthens the economic position and provides opportunities for people in our community. Seattle Southside RTA is a quasi-public corporation. It's legally separate from the cities, with public oversight and active private-sector participation on the board of directors.

PARTNERSHIPS

The visitor industry is a vital and significant segment of South King County's economy and is essential to Seattle Southside because the destination serves as the primary gateway for air visitation for our state. As such, the RTA partnership base is comprised of a wide variety of businesses and services connected to the hospitality and travel industry including organizations like the Port of Seattle Tourism, Visit Seattle, Visit Bellevue, Washington State Destination Marketing Organizations, Washington Tourism Alliance, Washington Hospitality Association, Soundside Alliance, Chamber of Commerce, and more.

FUNDING

Funding for the RTA comes from a TPA special assessment of \$2.00 per room per night collected by hoteliers, and those funds are directed to the RTA for management. (Occupancy taxes and special assessments are typically the way the visitor sector of the economy provides for destination marketing.)

The RTA can apply to contract with the cities for additional local lodging tax dollars to market the region. The lodging tax is a special 1% room tax visitors pay when they stay in Seattle Southside hotels, motels, campgrounds, or bed-and-breakfasts.

VISION - To position Seattle Southside as a destination of choice for practical travelers to Seattle while enhancing the image and economic strength of the region.

MISSION - As a brand-driven and entrepreneurial destination marketing organization, Seattle Southside Regional Tourism Authority provides advocacy and innovative services to competitively market the destination. This function helps create jobs, grow tax revenues, and improve quality of life for our businesses and residents.

Who we are: [Structure](#), [Strategic Plan](#), [History](#), [Board Directors & Committees](#), [Accolades & Affiliations](#).

WHAT WE DO - Attracting visitors through coordination, cooperation, and community.

[Marketing & Communications
Sales & Services](#)

[Sports Sales & Development
Destination Development](#)

[Tourism Matters
Research & Annual Reports](#)

Seattle Southside RTA is a national award-winning destination marketing organization. We believe that the best way to attract visitors is through a coordinated, cooperative alliance with our regional tourism business community.

Seattle Southside RTA represents over 60 hotels and over 8,000 hotel rooms, more than 100 full-service restaurants and more than five million square feet of shopping, making Seattle Southside the perfect home base for leisure travelers, business travelers, and meeting and event attendees to experience Seattle and the Pacific Northwest.

Click [here](#) for more information.



POSITION SUMMARY

This position operates as the President & CEO of a public development authority destination marketing organization representing the cities of Des Moines, SeaTac, and Tukwila in Washington State. The President & CEO is employed by and responsible to the Board of Directors.

This position is responsible for the leadership, development, management, and administration of programs and activities; financial management and fundraising; supervision of employees and the hiring process of staff; and long-range planning for the continued success of Seattle Southside RTA. The President & CEO is responsible for leading the teams/departments to ensure a high level of service related to operations, group, events and sports sales, promotion/advertising, finance, human resources, publications, product development, etc. and achievement of the Board of Director's mission, goals, and objectives.

ESSENTIAL FUNCTIONS

The President & CEO will provide the highest level of leadership, management, integrity and service to our business associates, cities, clients, and general public by performing the following duties personally or through subordinate officers and managers:

- Operate the organization within all legal requirements of city, county, state, and federal governments and staying current on legislation as it pertains to the travel and tourism industry.
- Ensure compliance with public records, open meetings act and state public audits.
- Manage cities, elected officials, stakeholders, and partner relations.
- Create and manage Seattle Southside RTA operations budget.
- Personal involvement in the public and community affairs of Seattle Southside RTA.
- Produce and present annual reports to the cities and stakeholders to secure and retain Tourism Promotion Area (TPA) assessment, hotel/motel tax, & sponsorship funding for Seattle Southside RTA.
- Effectively lead and manage the various committees of Seattle Southside RTA.
- Establish current and long-term goals for the staff and the RTA.
- Oversee the management of special projects, plans and studies including the research of the economic impact of tourism and Seattle Southside RTA program effectiveness.
- Oversee marketing and sales programs for Seattle Southside RTA including:
 - Advertising, website and social media management, brand awareness, collateral development, public relations, group/meeting and sports sales solicitation, partnerships, and research creating an economic impact through out-of-town visitation.
- Develop and oversee systems for tracking and reporting on marketing and sales activities.
- Ensure the DMO's maximum performance in line with market conditions through benchmark against agreed upon and regularly reviewed competitive set.
- Continuously review comparable destinations for best practices and ideas to evolve programs and structure.
- Regularly participate in and attend after-hours activities and represent Seattle Southside RTA at industry functions and key community events.
- Act as business, industry, and media spokesman for Seattle Southside RTA.
- Regional, statewide, and national travel to tradeshow, industry meetings, etc.
- Recruit, hire and supervise staff.
- Motivate staff and handle HR/personnel issues.
- Maintain a pleasant, productive, and efficient work environment.

SKILL SET AND ABILITIES

- Experienced, dynamic, and successful destination marketing organization industry professional with proven leadership experience.
- Experience working with Boards and/or multiple stakeholders' groups.
- Aptitude for working with elected and government officials.
- Critical thinking skills/positive attitude/consensus builder
- Respected as an influential, strategic thinker within the industry.
- High work ethic and passion for the tourism industry
- Knowledge of marketing and business practices and procedures
- Knowledge of public budget development including annual State Examiner's audit
- Possess the skills to administer the budget and allocate limited resources in a cost-effective manner.
- Excellent verbal, written and presentation skills.
- Strong interpersonal and leadership skills
- Possession of a personal automobile and driving privileges.
- Ability to use Microsoft Office and SimpleView.
- Serve on community boards.
- Ability to communicate effectively, both verbally and in writing
- Ability to develop and deliver effective public speeches and presentations.
- Able to read, analyze and interpret financial reports and legal documents.

EDUCATION AND EXPERIENCE

- A Bachelor's degree from a four-year college or university in Business Administration, Marketing, Public Relations, Communications, Tourism, or related fields.
- A minimum of ten (10) years of tourism industry experience and previous DMO leadership experience is desirable.

LICENSE REQUIREMENTS

- Valid WA State driver's license with good driving record

CHARACTERISTICS

- Diplomatic
- Excellent communicator
- Honest, Open and Transparent
- Thick Skin
- Flexible
- Creative
- Politically Savvy
- Collaborative
- Relationship builder
- Strategic
- Inclusive
- Engaging and Charismatic
- Strong Negotiator
- High Integrity

TOP PRIORITIES

1. Build relationships with stakeholders, elected officials and city officials.
2. Evaluate funding mechanism to determine any possible areas of growth.
3. Lead the region into/through COVID recovery, including marketing to potential visitors as appropriate to welcome visitors back to the destination.
4. Ensure that Diversity, Equity, and Inclusion is woven into the fabric of the organization and strategic plan.

If interested in learning more about this great opportunity, please send your resume to the SearchWide Global Executive listed below.



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About SearchWide Global

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.

