

CHIEF ADMINISTRATIVE OFFICER

Travel Oregon | Portland, OR (Hybrid In-Office/Remote)





Oregon

Extraordinary Is Ordinary

Coastal highways, evergreen forests, rolling fields, and high-desert landscapes: Oregon invites visitors to sit back, slow down, and take it all in. Finding awe in Oregon's natural wonders is a powerful way to bring joy and perspective to our lives. Visitors and residents alike are invited to find time for reflection, rejuvenation, and gratitude as you explore Oregon.

Greener Ways to Get Around

You can lighten your footprint by giving some thought to transportation choices. For visitors arriving by air, Portland International Airport sets a sustainable tone with its current \$2 billion improvement project optimized for efficiency, resilience, and well-being. It's also quite stunning, especially the 9-acre undulating wood roof and skylights that evoke the dappled light of the Oregon forest. Traveling by electric vehicle is encouraged and easy to do in Oregon, home to one of the nation's largest and most robust networks of fast-charging EV stations. We've even mapped out some Electric Byways, scenic routes dotted with charging stations, environmentally friendly businesses, and naturally electrifying scenery. For travel in and around Portland, take the MAX Light Rail, which connects Portland International Airport to the city center and outlying areas.

Dining and Drinking with a Difference

Sampling local cuisine is a rewarding part of travel, and you can reap even more rewards by supporting food and drink producers who make an extra effort to care for the environment. Seafood suppliers like Chelsea Rose Seafood in Newport and Flying Fish Company in Portland sell only sustainably harvested seafood, such as fish caught by hook and line. Locally sourced, seasonal foods taste better than those trucked in from elsewhere and are a tasty part of regenerative travel. Spring through fall, many communities host farmers' markets, typically on Saturday mornings, where you can buy directly from growers and producers.

Recreation That's Easy on the Earth

Oregon is a big place, more than 97,000 square miles/255,000 square kilometers, with vast amounts of public lands and trails. Guided trips are not only an efficient way to explore, they're also a great way to experience destinations that could be challenging to discover or access on your own. Whitewater-rafting trips are a classic example, multiday journeys that take care of everything from camping gear to home-cooked meals as you ride the current through remote river canyons. Hiking and biking are naturally low-impact ways to explore on your own or with an experienced local guide. Check out the state's science bikeways for some memorable cycling itineraries and plenty of bike-friendly businesses along the routes. Backpackers can enjoy town-to-town routes like the Oregon Coast Trail or tackle a section of the famed Pacific Crest Trail, which stretches from Canada to Mexico. Oregon's state parks and its 11 national forests have endless options for day hikes.

Thoughtful Shopping

Buying locally made goods is easy in Oregon, and you'll find a number of makers who focus on using recycled materials and producing zero-waste goods. Marley's Monsters in Eugene provides an alternative to single-use, disposable products with cheery, colorful, reusable home goods. As an added bonus, gifts and souvenirs purchased anywhere in Oregon are sales-tax-free.



OREGON'S SEVEN REGIONS

Oregon is divided into seven tourism regions: Oregon Coast, Portland, Mt. Hood & The Columbia River Gorge, Willamette Valley, Southern Oregon, Central Oregon, and Eastern Oregon.

Eastern Oregon

Big skies, vast vistas, and ancestral lands for history and adventure buffs. Seek out colorful canyons, twisting rivers, alpine wilderness, and lonesome ghost towns.

Central Oregon

A high-desert playground with plenty of sun and snow. Explore mountain trails, fish and raft in sparkling rivers, and ski and golf all season long.

Southern Oregon

Arts and culture in charming small towns set in a land of forested hills, wild rivers, mysterious caves and the deepest lake in the U.S.

Willamette Valley

University towns, historic farmland, and vineyards inspire day trips for tailgaters, wine tasters, berry pickers and museum lovers.

Mt. Hood & The Columbia River Gorge

An outdoor wonderland with sheer cliffs along a scenic river gorge. Hike gushing waterfalls and the state's highest peak, sail the rushing wind and pick orchard fruit.

Portland Region

A bustling urban core famous for its culinary and cocktail scene, makers, and crafters, ringed by forests, farms, rivers, and rolling hills.

Oregon Coast

An awe-inspiring 363 miles/584 kilometers of public coastline with sandy beaches and stunning rock formations. Savor a route dotted with lighthouses, fishing villages and dramatic scenery.



ABOUT TRAVEL OREGON

The Oregon Tourism Commission, dba Travel Oregon, is a semi-independent agency that works to enhance Oregon's economy by developing world-class visitor experiences and providing information that inspires travel and conveys the exceptional quality of Oregon as a destination. A nine-member board of commissioners appointed by the governor oversees the agency. The commission aims to improve Oregonian's quality of life by strengthening the economic impacts of the state's \$13.9 billion tourism industry, which employs 117,000 Oregonians. [View Travel Oregon's 10-Year Strategic Vision to learn more.](#)

VISION

Oregon is a welcoming destination where tourism drives economic prosperity, benefits the natural environment, and celebrates rich, diverse cultures.

MISSION

We inspire travel that uplifts Oregon communities. Collaborating with stakeholders and partners to align as stewards of Oregon, we work to optimize economic opportunity, advance equity and respect the ecosystems, cultures, and places that make Oregon...Oregon.

VALUES

Integrity

Our words match our actions. We measure the impact of our work, celebrate successes, adapt and change course when necessary, and continually improve together.

Community

We honor the people, cultures, and places of Oregon. We nurture our relationships with colleagues, the tourism industry, and local communities as we collaborate to make better Oregon experiences.

Equity

We lead through a lens of racial equity and commit to making systemic changes so Oregon is a more equitable place to live and visit.

Stewardship

We lead through a lens of destination stewardship to build resiliency for a regenerative future.

DESTINATION STEWARDSHIP

As the destination management organization for Oregon — the place we are fortunate to call home — Travel Oregon has developed a destination stewardship approach. This three-pronged approach seeks to balance and meet the economic, environmental, and social/cultural needs of a destination while working in close partnership with the destination's tourism industry and residents. We know we can't do this alone and believe that by collaboratively aligning the industry around this destination stewardship approach, Oregon as a destination will continue to flourish — providing meaningful jobs for Oregonians, welcoming visitors from near and far, and building connection and respect for diverse cultures and environments.





POSITION SUMMARY

The Chief Administrative Officer (CAO) is a key player in Travel Oregon's success story, providing operational leadership of organizational strategy, culture, budget, resources, assessment, and priorities. The CAO has administrative oversight over the Administration and Insights & Impact departments and the People and Culture function, including managing employees, leading strategy, systems, and protocols, and assessing outcomes.

The CAO is pivotal in Travel Oregon's vision, overseeing the day-to-day operations of the organization, the development and growth of the workforce, and overall agency performance against defined performance indicators. The person in this role drives strategic and operational improvements across the agency by working on various operational, cross-functional, and high-impact programs and initiatives. The CAO will galvanize a team around a shared vision, ensuring the seamless provision of shared services – research, strategy, HR, accounting, and operations, and driving strategic and operational improvements.

As a member of the Travel Oregon Executive Team, this role works closely with the CEO to promote the sustainability and impact of the organization. The CAO provides coaching and direction across the executive team to ensure alignment of priorities, values, and approaches and execution of strategic priorities. This role participates in strategy development and decision-making aimed at long-term organizational and industry success, ensuring the agency's resources are invested at their highest and best use.

The successful CAO will infuse discipline into processes, transparency to performance, leadership accountability, and consistency to the staff team and enhance the effectiveness and capacity of Travel Oregon's CEO by informing priorities with cross-functional input, facilitating data and information gathering to inform decisions, and communicating needs and direction across departments and the agency.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Executive Leadership

- Forecasting workforce, budgetary, and shared services needs and capabilities.
- Ensuring awareness and alignment across the Executive Team and workforce regarding the application of shared processes, policies, standards, and resources.
- Implementing policies and practices that align resources to achieve the organizational mission and priorities.
- Providing input and guidance to executives around organizational decision-making, program management, division resources and priorities, and initiative implementation.
- Participating in activities that foster organizational resilience, flexibility, and change adoption.
- Developing and maintaining partnerships that strengthen the organization's ability to comply with relevant laws, policies, and standards.
- Building cohesive, effective, and accountable Insight & Impact and Administration Departments and promoting an inclusive work environment.
- Engaging the workforce around a shared vision and ensuring the seamless implementation of shared services.
- Modeling expected leadership approach aligned with organizational values for all Travel Oregon employees.
- Facilitating Executive Team meetings in partnership with the Chief of Staff.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Finance and Administration

- Designing a mission-driven budget and effectively communicating budget priorities and processes to various stakeholder groups.
- Improving and implementing organizational processes and procedures for optimized efficiency and productivity.
- Evaluating staffing structure and capacity to effectively perform budgeting, operational, and administrative functions.
- Maintaining effective internal controls to safeguard assets and minimize risk.
- Leading risk management and legal activities and implementing policies for organizational governance.
- Ensuring systems and processes support the organization in achieving its strategic goals.
- Leading budget development and administration, accounting activities, and financial analysis.
- Overseeing strategies, resources, and processes related to facilities, IT, contracts, procurement, and visitor services.

People and Culture

- Aligning strategies around retention, hiring, talent and development, compensation and benefits, and culture with organizational values to achieve the mission.
- Addressing complex workplace complaints, concerns, and conflicts in collaboration with Human Resources and legal counsel.
- Facilitating coaching, counseling, and mediation for sensitive workplace matters, promoting learning and productive conflict resolution.
- Anticipating and resolving sensitive workplace issues, elevating concerns as needed.
- Meeting with employees, building relationships, understanding the employee experience, and providing insights to support CEO decision-making.
- Providing confidential input and perspective to the CEO on people and culture matters.

Insights and Impact

- Ensuring alignment of organizational planning, research, evaluation, and communications strategies with the organization's mission and values.
- Developing key performance indicators and tracking progress and outcomes to inform program and strategy changes.
- Connecting work efforts, priorities, and resources across departments and silos.
- Facilitating internal processes to assess progress, address barriers, plan for resources, and identify adaptations to strategy as needed.
- Collaborating with the CEO to evaluate organizational performance and impact and adjust vision and strategy accordingly.



JOB SCOPE AND AUTHORITY

Work performed by this position involves providing leadership for a wide range of projects or initiatives on behalf of executive leadership. This role operates as an extension of and leverage to the CEO and has significant responsibilities that support the development and execution of Travel Oregon's strategy and vision.

The incumbent determines practices and procedures and contributes to the development of new concepts. Decisions are made within Travel Oregon policy constraints or within a broad interpretation of applicable laws and governmental guidelines, depending upon the issue at hand. Typical decisions range from influencing the strategic direction to operational. The incumbent has total accountability for budget preparation or compliance for a budget and is accountable for long-range operational and long-range strategic planning agency-wide and for the department in partnership with the Executive team at the direction of the CEO. Mistakes and errors in work may result in inefficient or ineffective use of resources, Agency restructuring/job loss, media or legal inquiry, and a loss of revenue and vendors.

The person in this position directly supervises six positions: VP of Insights & Impact, Director of Operations, Director of Finance & Accounting, two People & Culture Partners, and an Executive Assistant.



COMPETENCIES

Communication (Expert Proficiency)

Communicativeness: takes responsibility for ensuring people have the information they need and disseminates it in a variety of ways.

- Uses good judgment to articulate clear, self-aware, appropriate thoughts and ideas in multiple settings and audiences.
- Fosters trust through transparent, respectful, positive, and timely communication with internal and external stakeholders. Recognizes the importance of the timing of information dissemination.
- Encourages open expression of ideas and opinions, listens with cultural humility, and confirms understanding of feedback, suggestions, and sets direction with thoughtful attention.
- Recognizes and addresses issues in a courageous manner and is willing to ask difficult questions and have difficult conversations when needed.
- Communicates and addresses disagreements aligned with the Community Agreements (Confidentiality and Permission; Believe People's Narratives Default to Inquiry over Judgmental Step Up, Step Back, Create Space; Assume Good Intentions; Reflect on Intent vs. Impact; Self-Compassion; Use "I" Statements).
- Participates in coordinated and aligned leadership messaging.

Active Listening: offers their full attention when others speak, listens actively, gives verbal and nonverbal cues of their interest, and paraphrases what was said to ensure understanding once the speaker has finished.

Informal Communication: is personable, approachable, and accessible and fosters strong dialogue within the team or in 1:1 conversations.

COMPETENCIES

Innovation (Expert Proficiency)

Organizing and Planning: Provides a framework for setting priorities across the organization. Sets mission, key values, and key initiatives that alert others to current important and urgent items.

- Possesses and utilizes strategic thinking in planning and decision-making.
- Leads with an enterprise-wide perspective and prioritizes strategies that address challenges to the organization and workforce.
- Seeks solutions generated from all levels and elevates contributions across the organization.
- Amplifies the ability to coordinate and collaborate at an enterprise level.
- Models and reinforces effective conflict resolution.

Change Agility: successfully drives major change initiatives throughout the organization.

- Fosters a learning organization and environment that encourages curiosity, collaboration, creative thinking, inclusion, and open dialogue that empowers employees to generate new ideas.
- Recognizes and acts on trends, changing conditions and the implications for the business.
- Ensure a process that allows ideas to be evaluated, adopted, and implemented.

Strategic Thinking: future impact is considered when weighing decisions, and decisions are made within the framework of the agency's strategic intent.

- Knows and understands the factors influencing strategy (e.g., core competence, stakeholders, competition, and the agency's stewardship lenses, as well as current strengths and limitations) and looks for new ways to achieve maximum impact and competitive advantage.
- Drives agency strategic planning and is instrumental in developing and communicating strategy; revisits strategy when necessary.
- Explicitly clarifies important strategic decisions in order to demonstrate the agency's direction (e.g., explains decisions and how they fit in with the organization's strategy).
- Sets challenging but realistic growth goals for the enterprise by utilizing and balancing the agency's stewardship lenses.
- Frequently communicates overall agency priorities and provides feedback and recognition for achieving milestones.

Intentional Engagement (Expert Proficiency)

Composure and Self-Objectivity: Sets an overall positive emotional tone for the organization (e.g., professional, composed, optimistic, etc.).

- Courageously takes the ethical path to resolve important issues regardless of the possible consequences.
- Exhibits a clear desire to engage employees and prevent unintentional exclusion.
- Values, seeks, and promotes a safe environment where a diverse workforce can contribute their unique talents and perspectives to their work.
- Thoughtfully make and follow through on commitments to others.
- Applies careful consideration of one's own assumptions, beliefs, emotions, and behaviors when interacting with others to gain productive insight, keep a fresh perspective and continuously learn.
- Fosters collaboration and teamwork to align the energy of the team/organization towards achieving goals and outcomes.
- Consider and appreciate multiple perspectives, backgrounds, and values, integrating them throughout the organization and creating opportunities to effectively achieve organizational goals.

Mentoring and Developing People (Expert Proficiency)

Learning Agility: Sets an organization-wide tone that fosters interest, curiosity, and ongoing learning; communicates the value of ongoing learning across the organization.

- Sets expectations, provides continuous, candid, and timely feedback: holds regular one-on-one meetings with employees.

Sensitivity: Models an appreciation of the differences among people by celebrating differences and initiating or championing diversity programs.

- Demonstrates understanding of cultural frameworks, norms, and values and commits to continuous learning on these topics.

COMPETENCIES

Team Player: Fosters an environment in which resources and information are shared openly for the betterment of the organization.

- Gives meaningful recognition of the successes and accomplishments of others.

Talent Development: Expands the skills of staff through training, coaching, and development activities related to current and future jobs.

- Effectively adapts approach between coach, challenger, advocate, creator, and supporter to promote growth based on the person and the situation.
- Actively engage employees at all levels of the organization, recognize their potential, and support their future career growth.
- Models ownership and accountability for the management of organizational talent and human resources.
- Effectively selects, recruits, and onboards a diverse and culturally competent workforce.

Stewardship (Expert Proficiency)

Initiative: consistently looks for opportunities to improve the organization; creates new and innovative systems to gain competitive advantage.

- Encourages originality and flexibility within limitations (such as budget and resources).
- Manages from an enterprise strategy position.

Integrity: personally models superlative ethical behavior.

- Leads, proposes, and implements policies, practices, and systemic changes that promote and prioritize equity.

High Standards: monitors the industry, peer organization, and competitive best practices and implements them within the organization. Responsibly manage resources and actively promote a culture in which those resources are effectively used.

- Manages resources in alignment with the mission and vision of the agency.
- Takes prudent risks.

Business Acumen (Expert Proficiency)

Business Thinking: see the organization as a series of integrated and interlocking business processes.

- The ability to manage human, financial, procurement, information, and other resources effectively to meet the mission of the agency.
- Requests input and contribution from underrepresented groups in programs and services.
- Effectively collaborates across functional areas.
- Identify metrics and indicators to assess departmental effectiveness.
- Takes ownership for communicating with employees about employment and HR topics, including pay, recruitment, position descriptions, and professional development.

Technology Savvy: embraces changing technology and models technology savvy for the organization.

Drive/ Energy: Models setting intentional boundaries to foster work/life balance.

The person in this position is responsible for promoting diversity, cultivating inclusion, and fostering equity in each of these competency areas.

EDUCATION, EXPERIENCE, KNOWLEDGE, SKILLS, AND ABILITIES

Qualifications

- A Bachelor's Degree in a relevant field, such as business administration, public administration, communications, OR any combination of education/coursework/training and work experience necessary to meet position requirements.
- Eight (8) years of experience in roles with relevant executive-level operational and business management, business planning and analytics, or operational strategy and excellence.
- A minimum of 6 years of experience directly managing staff, including supporting staff to learn and grow and develop dynamic work plans that contribute to departmental and agency objectives.
- Experience must include responsibility for influencing and coaching executive-level leaders and aligning and optimizing the collaboration of senior leaders.

Success Attributes

- Experience leading organizational change related to people, culture, or human resources.
- Experience planning and leading strategic organizational initiatives.
- Experience developing multi-year budgets tied to strategic priorities and objectives.
- Experience articulating and managing key performance indicators and using metrics to drive performance and provide data in support of key decisions.
- Demonstrated commitment and ability to contribute to an equitable and inclusive work environment, including the ability to ensure policies, procedures, and practices are implemented to serve the diverse needs of employees, partners, and stakeholders and apply triple-bottom-line principles in the workplace as well as program areas.
- Proven ability to prioritize business goals, resources, and initiatives at the organization-wide level and to make decisions that are in the best interest of long-term organizational and industry prosperity.
- Ability to influence and achieve alignment across a range of different opinions and interests.
- Demonstrated ability to apply analytics skills to make operational recommendations on emerging or changing business challenges.
- Ability to anticipate needs and changes and maintain flexibility to respond in the best interest of the organization.
- Ability to work under pressure, manage multiple projects with competing priorities, meet deadlines, and adapt to change.

INTERPERSONAL CONTACTS

The person in this position communicates extensively with others, primarily inside the organization, with some external communication. Internal communication occurs regularly within the CEO's Office, the Executive Team, CEO, Strategic Insights & Impact Department, Administration Department, HR, and with employees and leaders cross-departmentally. The person in this position frequently communicates across the organization in department and staff meetings, one-on-one, and via email. External communication primarily occurs with other agencies/government entities and vendors.

Most communication with others occurs via email and in face-to-face/virtual settings and, less frequently, takes place by phone. Confidential/sensitive matters are frequently discussed, always necessitating discretion and sensitivity.

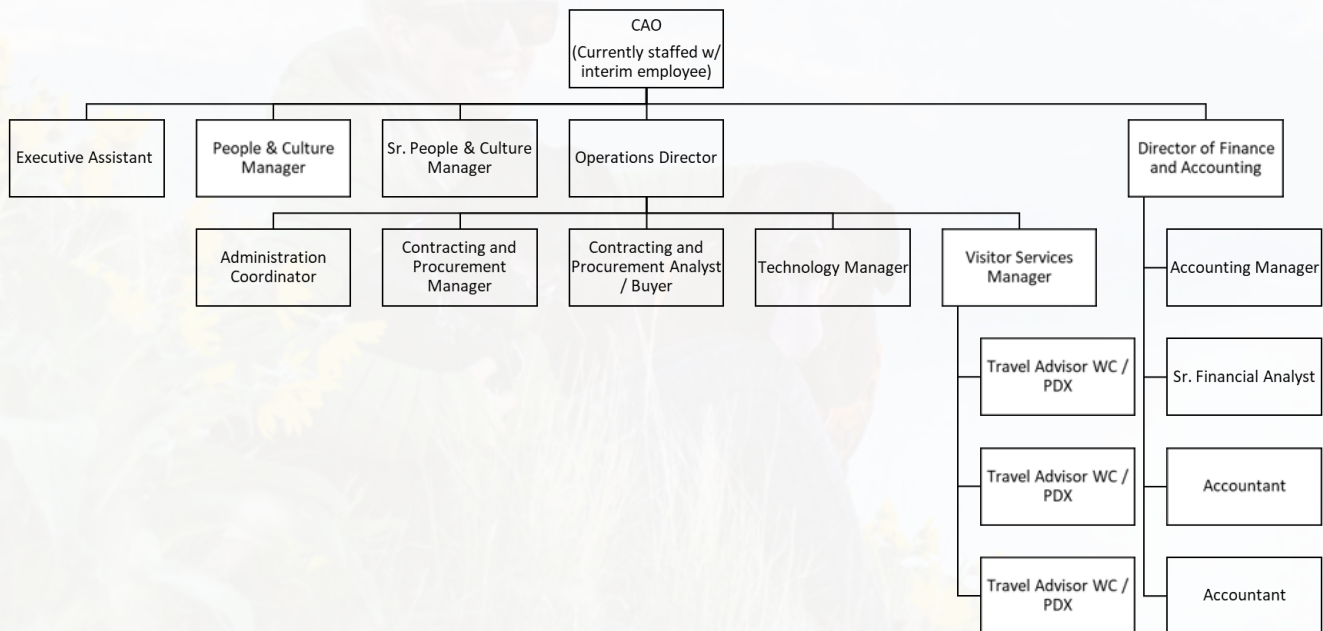
The person in this role is expected to foster trust through transparent, respectful, positive, and timely communication with internal and external stakeholders. The person in this role is also responsible for modeling behaviors aligned with Travel Oregon's values and commitment to racial equity, collaboration, and stewardship.

JOB EFFORT AND CONDITIONS

While performing the duties of this job, the employee is regularly required to maintain a stationary position for long periods of time (sitting or standing), communicate with employees, partners, and stakeholders, use electronic devices to communicate, develop work products, and carry out responsibilities. When working at the physical office, the employee is required to move inside the office to attend meetings, access items and use equipment, and occasionally move or transport items up to 25 pounds.

This job operates in a professional business/home office environment. Work outside of normal business hours, evening and/or weekend meetings, frequent interruptions, and long hours during peak periods are typical.

ORGANIZATIONAL STRUCTURE: ADMINISTRATION



Nicole Newman

Vice President

SearchWide Global

info@searchwideglobal.com

Direct: 480.264.7675

If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Nicole Newman.

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.

PHOTOGRAPHY CREDIT

