



VICE PRESIDENT OF DESTINATION DEVELOPMENT & COMMUNITY ENGAGEMENT

Visit Albuquerque | Albuquerque, NM



Albuquerque

— The Duke City —

Visiting Albuquerque allows you to experience the authentic Southwest. As one of the oldest cities in the United States, Albuquerque boasts a unique multicultural history and heritage. Native American, Hispanic, and Latino cultural influences are a part of everyday life. You will always know you're someplace special, whether you're eating at one of our traditional New Mexican restaurants, shopping at one of the thousands of shops and galleries around town, enjoying our world-class visual and performing arts, or playing on some of the best golf courses in the Southwest. Nowhere is the confluence of past and present more dramatic than here in Albuquerque, where the modern city skyline is set against a backdrop of the stunning Sandia Mountains and an endless, timeless blue sky.

When visiting Albuquerque, you'll find spectacular weather with 310 days of sunshine, perfect for outdoor activities, including biking, skiing, and hiking. Our incomparable weather and scenery also make Albuquerque the hot air ballooning capital of the world. Balloons dot our clear blue skies throughout the year, revealing a myriad of colors.

At night, Albuquerque is bathed in the glow of neon signs, relics of the city's role along historic Route 66. Locals and visitors enjoy kicking up their heels in our bustling downtown entertainment district, taking in a show by one of our international theater and dance companies, and visiting the many casinos surrounding the metropolitan area. Come experience the spectacular culture, abundance of activities, and breathtaking landscapes that are uniquely Albuquerque.



THINGS TO DO

Gorgeous mountains, kayaking and paddle boarding, hundreds of miles of bike trails, and hot air adventures, all within minutes of each other, mean exhilaration as far as you can see. Be floored by the natural beauty this city, 5,312 ft. above sea level, has to offer, and elevate your love of the outdoors.

With this much adventure, you'll need to wind down at some point. Albuquerque's local beer and wine choices put this high-altitude city a level above the ordinary. There are dozens of craft breweries and unique wineries that dot the Albuquerque landscape.

- [Arts & Culture](#)
- [Sports & Outdoor](#)
- [Tours & Sightseeing](#)
- [Family Fun & Kids](#)
- [Balloon Rides & Air Adventures](#)
- [Recreation & Fitness](#)
- [Zoos & Nature Centers](#)
- [Growers' Markets](#)
- [Spas & Wellness](#)
- [Shopping](#)
- [Casinos & Nightlife](#)
- [Events](#)

ABOUT VISIT ALBUQUERQUE

As the official destination organization for the city, Visit Albuquerque is responsible for promoting Albuquerque as a competitive and world-class leisure, meeting, convention, and sports destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, Visit Albuquerque strengthens the city's economic position and provides opportunities for people in the community.

Our vision is to be recognized and respected as a leading tourism marketing organization and to achieve economic vitality and success through integrity, enthusiasm, and creative involvement in the promotion of Albuquerque as a world-class destination. Visit Albuquerque is proud to be accredited by the Destination Marketing Accreditation Program (DMAP) of Destination International.





POSITION SUMMARY

The VP of Destination Development & Community Engagement will lead and oversee the strategic planning, design, and implementation of all Destination Development and Community engagement areas by leveraging all internal resources and community outreach to expand and enrich the destination's recognition and unique visitor experience.

The following major areas of the organization serve as members of this division:

- Destination Development
- Community Engagement
- Partnership Development
- Visitor Information Centers

This position will also serve as a member of the Executive Leadership Team, supporting the Chief Executive Officer by assisting in the strategic formulation and administration of organization policy and implementing the organization's vision, mission, and key objectives.

RESPONSIBILITIES

- Direct and oversee the organization's departmental responsibilities within the following four areas of concentration: Destination Development, Community Engagement, Partnership Development, Visitor Information & Visitor Information Centers.
- Serve as a member of the Executive Team; and interacts with Board members as required.
- Design and implement departmental policies, policy manuals, memos, and internal and external reporting and develop short and long-range goals and objectives pertaining to the reporting departments.
- Carry out supervisory responsibilities including interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.





Destination Development

- Design, implement, and evaluate tourism development short-term and long-term strategic plans and programs that enhance the Albuquerque tourism experience. Focus on the quality and position of the city as a premier destination in the Southwest.
- Collaborate with governmental leaders, stakeholders, members of the hospitality industry, and community partners in developing tourism enhancement experiences.
- Oversee Tourism Grants program funded through the Albuquerque Tourism Marketing District.
- Oversee and expand the Albuquerque Community Experience (ACE) training education efforts within the destination, creating targeted training sessions to increase destination knowledge, presenting a positive image for the destination and greater destination awareness.
- Collaborate with the Executive Team in the production of the Annual Marketing Plan and Annual Report.

Community Engagement

- Participate in and attend community, industry, and Visit Albuquerque events to foster support for and represent Visit Albuquerque, increasing the organization's visibility in the community and creating greater awareness of the organization, the value of tourism, and visitor spending.
- Encourage and maintain Visit Albuquerque's community connections and relationships, including business, government, stakeholders, community interest groups, hospitality, and tourism industry organizations, through collaborative efforts, greater exposure, and active presence within the city.
- Represent Visit Albuquerque in community discussions and focus groups that relate to the travel and tourism industry.
- Collaborate with the President & CEO and the Marketing and Communications Department in creating activities, projects, and campaigns focusing on destination development, insight, and local engagement.
- Maintain active membership in appropriate industry organizations.
- Develop and implement strategic plans targeting areas for partnership expansion within the city and surrounding areas.
- Manage the Community Engagement staff.

Partnership Development

- Develop goals and establish annual revenue targets for Partner recruitment and retention.
- Foster relationships with Partners in order to understand their challenges and anticipate their needs.
- Design and implement processes and programs that ensure Partners understand Visit Albuquerque's mission and stay engaged with Visit Albuquerque.
- Provide guidance and direction to ensure that Partners understand and take advantage of their Partner benefits.
- Serve as a point of contact for Partners as needed.
- Oversee the development of Partner collateral materials and Partner communications in collaboration with the Marketing & Communications Department.
- Manage the Partner Development staff.

Visitor Information Centers

- Oversee the operations of Visit Albuquerque's Visitor Information Centers, ensuring that they have the resources to meet visitors' needs and expectations.
- Manage the Visitor Information Centers staff.

QUALIFICATIONS AND EXPERIENCE

- Bachelor's degree with 10 years of progressively more responsible destination development and community engagement experience. A degree in hospitality, public administration, or a related field is desirable. An equivalent combination of education and experience will be considered.
- Knowledge and appreciation of Albuquerque.
- Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management and boards of directors.
- Demonstrated ability to positively interact with Visit Albuquerque partners, Board of Directors members, and industry representatives.
- Experience with advocacy and community involvement preferred.
- Goal-oriented, reliable in meeting deadlines, and well-organized.
- Experience in identifying target audiences and devising strategies that engage, inform, motivate, and build consensus.
- Demonstrated analytical skills.
- Demonstrated ability to lead, manage and develop staff.
- Strong written and verbal communication skills; ability to explain financial terms and concepts to non-financial personnel.
- Demonstrate professional and ethical conduct at all times in accordance with Company policy.
- Track record of sound judgment and decision-making. Demonstrated ability to recognize problems and respond effectively. Ability to gather information, sort through complex issues, seek input from others, address the root cause of issues, make timely decisions - using consensus when possible, and communicate decisions to others.
- Ability to adapt to change, be open to new ideas, take on new responsibilities, and make adjustments to meet changing organizational and community needs.
- Ability to respond effectively to the most sensitive inquiries or complaints.
- Working knowledge of general business administration practices.
- Working knowledge of Microsoft Office software.
- Demonstrated ability to effectively present information and respond to questions from groups, clients, customers, and the general public.
- Must be well groomed and maintain a professional appearance at all times in keeping within industry standards.



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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.