

CEO

Visit Big Bear | Big Bear Lake, CA





Big Bear Lake

Big Bear Lake is Southern California's four-season mountain lake escape. Located in the heart of Southern California - and an easy drive from Phoenix and Las Vegas - Big Bear Lake is the jewel of the San Bernardino National Forest and is known for excellent fishing, snowboarding and skiing, hiking, mountain biking, and so much more!

USA Today's readers just voted Big Bear Lake the #4 lake in the entire USA overall and, for water sports - the Top Lake in California in both categories in the poll. Our City has a permanent population of 6,000, and the surrounding County area has an additional 14,000 population. 2/3rds of our homes are part-time occupied by 2nd homeowners and vacation rental homes. Cool, crisp, clean air, 300+ days of sunshine, and endless recreational opportunities are our trademarks. Our Lake is Southern California's best trout lake, with kayaking, paddle boarding, jet skiing, wakeboarding, and sailing. Our Forest roads and trails host mountain bikes, jeeps, hiking, and backpacking. Our Ski Resort features So Cal's premier summertime mountain biking and racing. Of course our two Ski Resorts are #1 in So Cal for Skiing and Snowboarding. And our Oktoberfest and 4th of July Fireworks are also #1 in So Cal.

Wildlife flourishes in Big Bear's alpine environment. The area is home to [bald eagles](#), bears, mountain lions, bobcats, coyotes, deer, and more plus about 29 species of protected rare plants, some indigenous to the area. Big Bear Lake is a manmade, fresh-water lake 7 miles long and a 1/2 mile wide. Maximum depth reaches 72 feet and the shoreline spans over 22 miles. Big Bear is home to one of the nation's few solar observatories and alpine zoos for injured wildlife.

Big Bear specializes in outdoor recreation like [fishing](#), [water sports](#), [hiking](#), [biking](#), horseback riding, and [winter sports](#). A [9-hole golf course](#), [7 public campgrounds](#), [great restaurants](#), [entertainment](#), and [shopping](#) offer an experience for everyone to enjoy. The [Big Bear City Airport](#) is open 24/7 and is equipped for night landings.



HOTELS, VENUES AND ATTRACTIONS

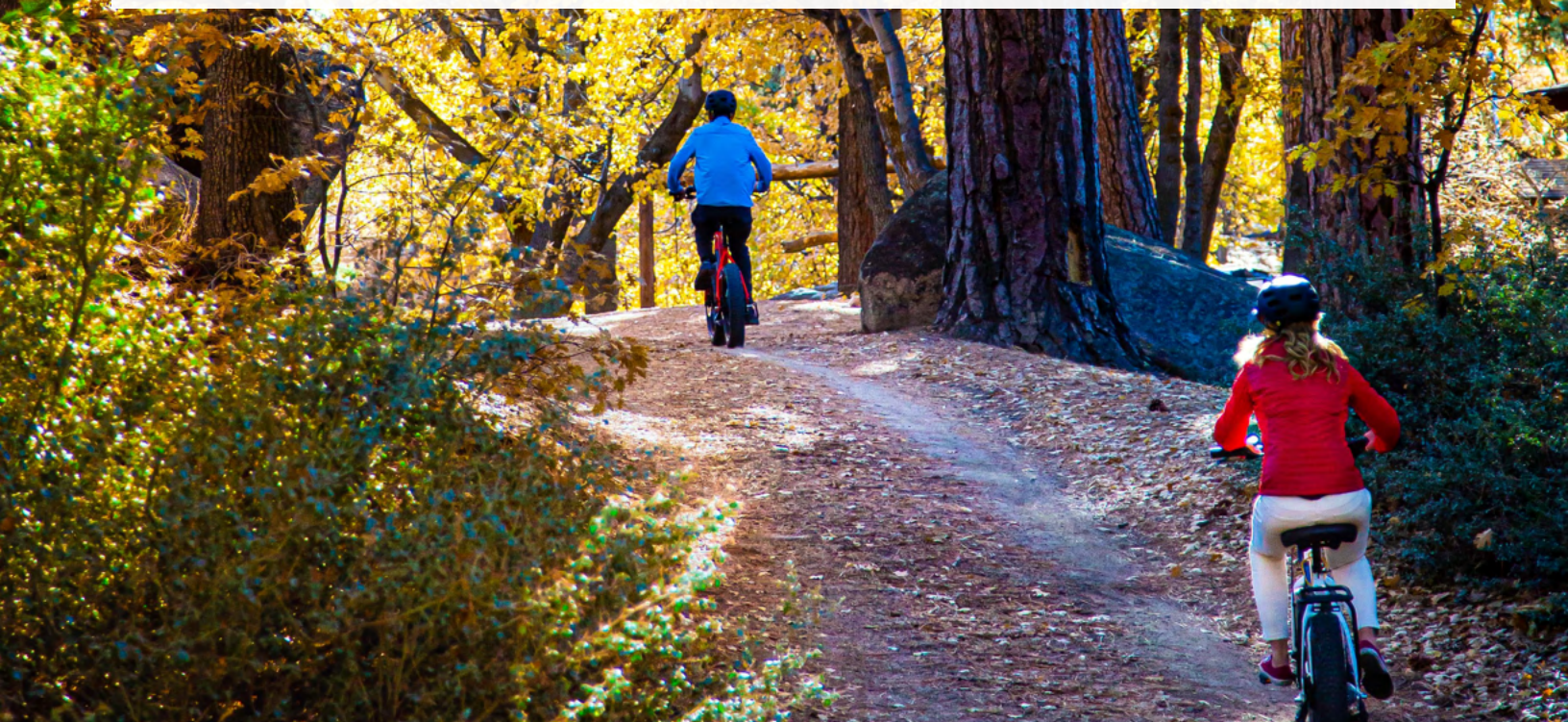
Our two ski resorts and two snow play areas are So Cal's #1 winter recreation destinations. Our Holiday Inn Resort and Best Western Chateau are being joined by an under-construction Hotel 2 Suites/Hampton Inn. We also have 2,500 vacation rental homes, two Bed & Breakfasts, a Hostel and many lodges and rustic cabins. We have five public marinas on the Lake with rental pontoon boats, fishing boats, paddle boards, kayaks, jet skis, and three Tour Boats. Our downtown Village area is the center for tourism retail, restaurants, sports bars, and a 3-screen theater. The County has opened a new \$7 million Big Bear Alpine Zoo with bears, snow leopards, mountain lions, foxes, eagles, and raccoons - all presented in an "up close and personal" environment. We have a wild, mating pair of Bald Eagles, Jackie, and Shadow, who have a nest overlooking the lake and have produced several baby eagles over the years. They have their own nest live cam with 606,000 viewers.

ABOUT VISIT BIG BEAR

Visit Big Bear (VBB) originally began as the Resort Association over 25 years ago. The Resort Association is still our "underlying" non-profit organization, with Visit Big Bear as our current DBA. We have a seven-member Board of Directors, six are elected by our Membership - 2 from traditional lodging, two from vacation rentals, two from local retail, restaurant, activities, etc. - and one member is appointed by Big Bear Mountain Resort, owner of the two ski resorts that contribute to our Tourism Business Improvement District (TBID). Our primary funding is from our TBID which was originally approved by our City Council in 2016 for five years. The City Council renewed our TBID in 2021 for ten years. All lodging businesses within the City of Big Bear Lake are required to pay the 3% TBID, which is collected by the City with their TOT and transmitted to VBB quarterly. The Ski Resorts contribute 2% of their lift ticket sales. Our current budget is \$4.3 million with a full-time staff of 11, including our CEO (5 staff members are in our Visitors Center). We contract with a Marketing Consultant, Marketing Agency, and PR Agency. Reporting directly to our CEO is our Chief Marketing Officer and our Director of Events.

VBB is seeking a forward-thinking CEO and experienced professional to:

1. Manage the operations of the DMO through best practices.
2. Create, implement, and measure the success of strategic marketing plans and brand-building efforts to drive the destination's performance.
3. Promote and support special events to bring overnight visitors to Big Bear.
4. Generate increasing economic impact for the lodging, ski resort, and tourism businesses of Big Bear.





POSITION SUMMARY

Under the policy direction of the Visit Big Bear (VBB) Board of Directors, the Chief Executive Officer (CEO) manages operations and activities for VBB, including Marketing, Strategic Planning, Budgeting, Events Promotion, and Supervision of Staff, Consultants, and Agencies.

All programs of VBB are designed to position Big Bear as a premier, year-round Resort and vacation destination by attracting overnight visitors to the area, increasing lodging occupancy rates and tourism spending, and maximizing the number of shoulder season overnight trips.

This position requires a Commitment to working with the Board of Directors to establish and achieve significant short and long-term goals. Ongoing Accountability and the drive to Accomplish the Board established Goals are critical. Significant Experience in cutting-edge, state-of-the-art Marketing tactics and strategies is required. The CEO provides the day-to-day Leadership for ethical and effective operations and assures activities of VBB follow established policies and function within the bylaws of VBB.

Location: This position must relocate to Big Bear Valley and live in the area full-time.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Operate VBB within all legal requirements of City, County, State, and Federal governments and stay current on legislation as it pertains to the visitor's industry.
- Propose a draft VBB Operations, Marketing, and Events Budget to the Board of Directors and then manage the VBB according to the Board approved Budget.
- Oversee, lead, and direct Marketing and Events programs for the VBB (Advertising, Website and Social Media management, collateral development, e-commerce, Public Relations, partnerships, and research) while meeting defined KPIs.
- Ensure VBB's maximum performance in line with market conditions through benchmark against agreed upon and regularly reviewed competitive set.
- Conduct research for the economic impact of tourism efforts and VBB program effectiveness.
- Continuously review comparable destinations for best practices and ideas to evolve programs and structure of the VBB.
- Develop and oversee systems for tracking and reporting on the success of all marketing activities.
- Build the Big Bear Brand and increase awareness.
- Manage VBB TBID Lodging Member, Ski Resort, stakeholder, partner, and agency relations.
- Manage public and community relations.
- Produce an annual report and audit to secure annual TBID funding from the City of Big Bear Lake.
- Create, update, and maintain content for the Website.
- Coordinate travel trade show programs.
- Attend key events as directed by the Board of Directors.
- Represent the VBB at industry functions.
- Responsible for recruiting, hiring, and supervising staff.
- The motivation of staff, handling of HR/personnel issues, maintain a professional work environment.
- Other duties as may be assigned.

EDUCATION AND EXPERIENCE

- A Bachelor's degree from an accredited college or university with a major in Marketing, Business Administration, or a related field is desired. A Master's Degree is a plus.
- A minimum of ten years' management experience in tourism, marketing, and/or public relations management.
- Significant experience in cutting-edge, state-of-the-art Marketing tactics and strategies is required.
- TBID, TMD, and Events experience is preferred.

QUALIFICATIONS

- The ability to conceptualize, produce and execute a Destination Marketing Strategy.
- The ability to develop and oversee an annual Marketing Plan and Budget.
- Must have a working knowledge of the following:
 - Google Analytics
 - Google Adwords
 - Search Engine Tools such as SEMRUSH or AHREF
 - Bulk Mailing Tools such as Mailchimp or Constant Contact
 - Content Creation and Management using tools such as WordPress
 - Google Trends
 - All Social Media
 - Sprout
 - Hubspot
 - SurferSEO or related
 - Any AI experience is a plus
- Able to read, analyze and interpret financial, legal, marketing, and research documents and reports.
- The ability to professionally respond to inquiries or complaints from members, visitors, customers, regulatory agencies, or members of the business community.
- Strong written, verbal, and presentation communication skills.
- The ability to effectively present information to public groups, the Board of Directors, and the City Council.
- Understanding of Destination Brand development and execution.
- Understanding of policies, procedures, organization, and functions of a tourism DMO.
- Knowledge of and experience within the tourism industry and with tourism marketing.
- Must have managed Teams and performed the following:
 - Research competitor's pricing and products
 - Decide on the appropriate placement of ads
 - Determine what content will reach customers
 - Develop projects to create content
 - Publish digital marketing content online
 - Implement email marketing campaigns
 - Measure digital traffic
 - Monitor social media and Google Analytics
 - Optimize paid advertising campaigns using SEO and other tools
 - Report on the growth and analytics of campaigns to stakeholders
 - Scale campaigns to maximize ROI
 - Monitor project status and budget
 - Conduct market research to inform campaigns
 - Brainstorm and implement experiences and conversion tests

QUALIFICATIONS

- The ability to be sensitive to and deal effectively with Board, lodging, and visitor industry concerns.
- Knowledge of events promotion.
- The ability to create and manage an operational budget, including daily QuickBooks administration.
- Basic knowledge of non-profit management.
- Critical thinking skills/positive attitude/consensus builder.
- Aptitude to be politically savvy in working with Board Members and government officials.
- Knowledge of the California Brown Act and Public Records Act requirements.
- The ability to develop and interpret destination research programs.
- Experience in partnership development.
- The ability to lead in a collaborative environment.
- Familiarity with the Southern California tourism market and Ski Resort Tourism is a plus.
- Valid California driver's license, clean DMV record.
- Professional appearance/strong work ethic.

KEY CHARACTERISTICS

- Strategic
- Collaborative
- Innovative & Creative
- Consensus Builder
- Excellent Communicator
- Energetic & Personable
- Team Oriented
- Engaged & Visible
- Diplomatic
- Relationship Builder

TOP PRIORITIES

1. Build relationships with key stakeholders, including city & elected officials, hotels and vacation rental partners, local business owners, and residents, and get to know the destination.
2. Evaluate the existing organization, including, but not limited to, the strategic plan, marketing campaigns & initiatives, budget, and structure.
3. Build a marketing plan and strategy for the Spring 2024 marketing campaign with a heavy emphasis on digital channels.
4. Meet and/or exceed KPIs as outlined, directed, and approved by the Board of Directors.
5. Begin to build relationships and evaluate opportunities to bring events into Big Bear during the Spring and Fall seasons.
6. Ensure that Diversity, Equity, and Inclusion are woven into the fabric of the organization and strategic plan.



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.