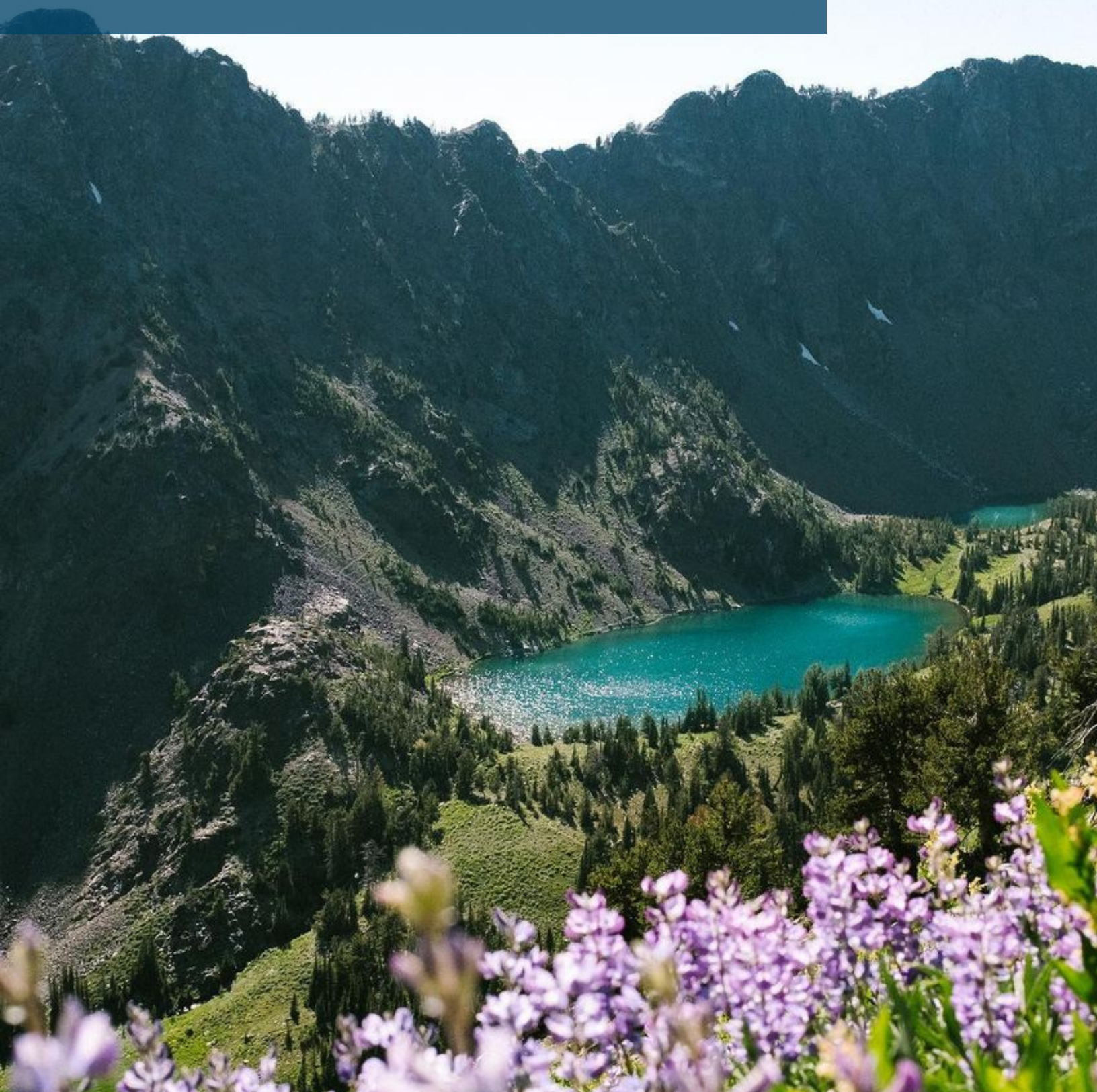


Vice President of Destination Stewardship

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 \$12.3 billion tourism industry, which employs 115,400 Oregonians.

VISION

A better life for all Oregonians through strong, sustainable local communities that welcome a diversity of explorers.

MISSION

We inspire travel that drives community enhancement and economic development. Through innovation and partnerships, we share the stories of Oregon's people and places, deliver world-class experiences, strengthen the industry, work to ensure all travelers feel welcome, and preserve Oregon's way of life and its natural places.

VALUES

Evergreen

- We strive to preserve Oregon's natural beauty with everything we do.
- We build strength and resiliency for a sustainable future.
- We balance work and life with our love for Oregon and the people in it.

Trailblaze

- We lead the way through innovation.
- We lift each other up while driving forward.
- We set the bar high and aren't afraid to fail.

True North

- We take ownership of our work.
- We honor our commitments.

Canopy

- We celebrate and invite diverse cultures, perspectives, and voices.
- We show up for each other and our industry.

Travel Oregon is committed to ensuring that our work helps Oregon become a more equitable destination, so all who travel the state can enjoy their journey and feel welcome. Our work aligns with how we value Oregon and its communities, our staff, and our industry partners.

How We Define Equity: When all people have equal access to the same resources to potentially reach the same outcomes. To that end, we want all people to have access to enjoyable travels throughout Oregon.



POSITION SUMMARY

The VP of Destination Stewardship leads the Destination Stewardship team with primary responsibility for developing and executing the agency's destination stewardship strategy, management of departmental and organizational operations, and delivery of regionally based destination, investment, product, and community development outcomes to support Travel Oregon's mission. As the leader of the Destination Stewardship department, this position manages staffing/talent, priorities, outcomes, and budgets and serves as a liaison with industry organizations to provide technical assistance, facilitation, and funding to communities and the industry.

A member of the Travel Oregon Executive Team, this role provides strategy and decision-making aimed at long-term organizational and industry success, ensuring that the Agency's resources are invested at their highest and best use.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Executive Leadership

- **Communications:** Proactively communicate across the organization and with external stakeholders around priorities, challenges, outcomes, and changes. Implement feedback loops to ensure continuous information flow in support of effective programs.
- **Strategic Partnerships & Promotions:** Develop and maintain key partnerships that may be leveraged for industry and functional perspectives on relevant matters.
 - Work extensively with the Chief Executive Officer, Commission, staff, partners, media representatives, and community/regional representatives to achieve shared goals aligned with Travel Oregon's strategic plan.
 - Conduct both internal and external stakeholder sessions as necessary, including stakeholders with diverse perspectives and experiences.
- **Budgeting:** Create, manage, and monitor departmental biennial budgets. Enhance these budgets via collaborative projects that leverage available internal and external resources and create industry alignment.
- **Cross-Departmental Collaboration:** Work across departments and in partnership with functional leaders to ensure agency-wide collaboration and integration.
- **External Relations:** Represent the Agency, as necessary, at industry and community meetings and functions and to professional organizations.
- **Modeling Values:** Model expected leadership approach aligned with organizational values for all Travel Oregon employees.
- **Alignment:** Make decisions that serve in the best interest of the organization's purpose and develop systems and processes that enable interdepartmental and cross-departmental collaboration.
- **Affirmative Action Policy:** Lead and carry out efforts aligned with Travel Oregon's Affirmative Action plan to ensure organizational actions are implemented that address goals and objectives.

People Leadership

- **Department Management:** Build a cohesive, effective, and accountable department.
 - Promote an inclusive work environment by valuing employee differences and contributions, providing opportunities for employees to be heard, and ensuring decisions that affect the team are transparent and equitable.
- **Priorities:** Set and communicate department priorities in alignment with the long-term organizational priorities and the Executive Team's vision.
 - Provide daily work direction, performance management, onboarding and training, oversight/approval of absences and overtime, and recommendations related to employment decisions, such as hiring, terminations, pay changes, and other job changes, in support of organizational priorities.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Employee Development and Engagement: Position, develop, and involve employees to best promote collaboration, application of their knowledge, skills, and abilities, and individual/ team development.
 - Provide coaching, mentoring, and feedback to employees in support of improved performance, growth, and employee engagement.
 - Delegate to, involve, and communicate transparently with employees to foster a connected, collaborative organization.
- Direct Management: Supervise up to five (5) direct reports— jobs to be determined but could include a combination of directors, managers, and individual contributors.

Destination Stewardship Leadership and Execution

- Regional Partnerships: Provide partnership, technical assistance, facilitating, and funding to regions to build community capacity. Lead strategies that increase the knowledge and skills of regional leaders across the state, recommending approaches for increasing the positive impacts of tourism on economic development. Proactively set the direction and expectations for the services provided to the regions and communities.[GU1] KW: What about including something about, identifying best practices scaling/sharing as appropriate? [GU1] [GU1]
- Experience and Program Development: Develop, lead, assess, and optimize the development of new products and experiences. Leverage data and research to identify opportunities and areas where the development of programming is needed to support destination management.
- Program Management: Lead and coordinate the management of programming across Travel Oregon departments, including assessment of outcomes, communication to the public, industry partners, and other stakeholders, and integration of new products and programs into market awareness initiatives.
- Resource Development: Develop toolkits, trainings, workshops, and other resources in support of product and program effectiveness and in partnership with the Brand Stewardship and Insight and Impact departments. Recommend policy changes based on development insights and trends.
- Stewardship Investment: Lead the grants and other funding management strategies that include grant coordination and application review aligned with Travel Oregon priorities and commitment to stewardship, including identifying new funding sources to advance these priorities.
- Regional Cooperative Tourism Program (RCTP): Set the vision and strategy for RCTP, ensuring the Destination Stewardship department operates in alignment with program goals and requirements. Proactively link program goals and activities cross-functionally to optimize Travel Oregon's impact. Ensure best practices are shared and scaled.

JOB SCOPE AND AUTHORITY

Work performed by this position receives minimal supervision. It involves frequent new and varied work situations and is highly complex. Complexity is derived from the size of the team supervised, interactions and overlap with other stakeholders and partners, budgeting responsibilities, and evolving industry, destination development, and community development trends.

The incumbent determines practices and procedures and contributes to the development of new concepts. Decisions are made within Travel Oregon policy constraints or within broad interpretation of applicable laws and governmental guidelines, depending upon the issue at hand. Typical decisions include budget and invoice authorizations, the level of stakeholder engagements, and how best to allocate staff and monetary resources. The incumbent has total accountability for budget preparation or compliance for a budget and 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.

Records maintained by this role include supervisory files, which are confidential, and key performance indicator metrics. Both are high volume.

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.

Innovation (Advanced 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 implications for the business.
- Ensure a process that allows ideas to be evaluated, adopted, and implemented.

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 (Advanced 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, and 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.

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

- Gives meaningful recognition to 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 the field of tourism management, economic/community development, social science or other related field OR any combination of education/coursework/training and work experience necessary to meet position requirements.
- Six years of experience in roles, with senior-level leadership in business, tourism, complex program management, economic development, or related field with demonstrated management experience leading and developing a program, strategic plan, and budget.
- A minimum of six years of experience directly managing staff, including supporting staff to learn and grow and to develop dynamic work plans that contribute to departmental and agency objectives. Experience must include responsibility for influencing and coaching program leaders and their teams.
- Experience aligning and optimizing the business strategy and people and culture efforts.
- Understanding of tourism principles, sustainability, and other destination stewardship approaches that address the intersection and balancing of economic, social, and environmental impacts.

Success Attributes

- Experience developing and executing strategic organizational plans and key performance indicators.
- Experience developing assessments and case studies to support program development, management, and refinement.
- Experience partnering with community stakeholders to identify, develop, and implement programs, products, and resources that advance shared priorities.
- Demonstrated presentation and communication skills, and the ability to influence others.
- Demonstrated ability to navigate complex internal dynamics and provide cross-functional (or interdisciplinary) leadership to help other teams understand the work and integrate programs to achieve higher-level/organization objectives.
- Demonstrated ability to promote equity and inclusion in the workplace.
- The ability to identify and create partnerships that have led to improved community and regional outcomes including increased revenue or economic, social, and environmental impact.
- Knowledge of industry trends and ability to stay current on relevant and emerging trends, technologies, and approaches.
- Demonstrated ability to collaboratively and creatively identify solutions and develop community or program potential with internal and external stakeholders and partners.
- 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.
- Experience in the tourism and/or hospitality industry, particularly at a destination marketing organization.

INTERPERSONAL CONTACTS

The person in this position communicates extensively with others both inside and outside of the organization. External communication is divided between industry partners/stakeholders, other agencies/government, vendors, and others. Internal communication mostly occurs within the Development, the Executive Team, the Chief Executive Officer, and HR.

A majority of 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, necessitating discretion and sensitivity at all times.

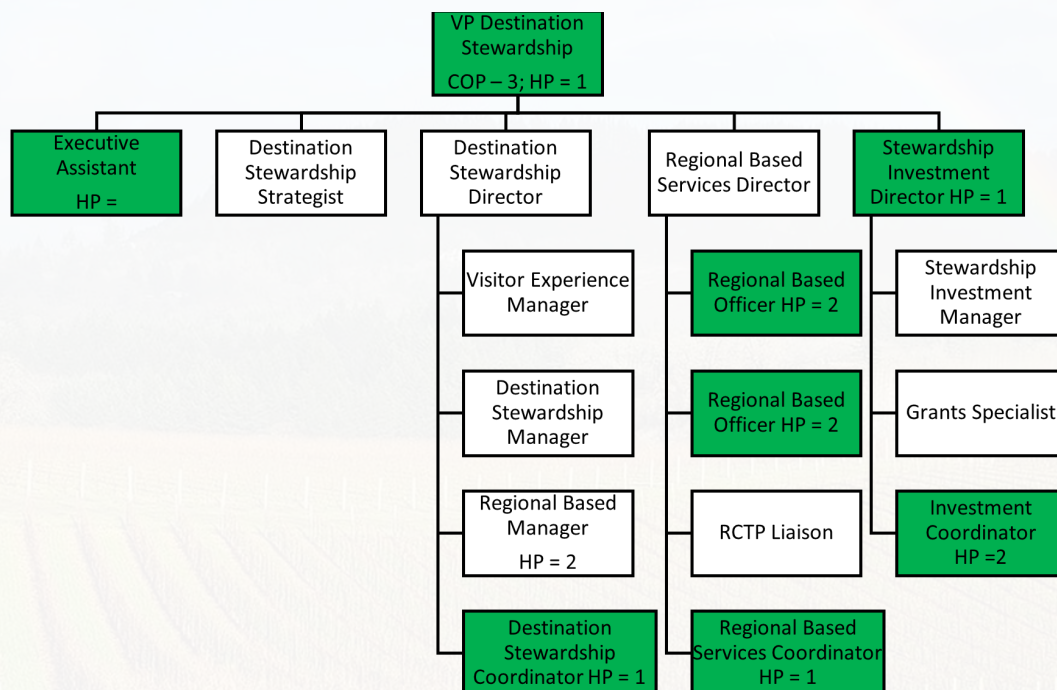
The person in this role is expected to foster trust through transparent, respectful, positive, and timely communication with internal and external stakeholders. The person in this role is also responsible for modeling behaviors aligned with Travel Oregon's values and commitment to racial equity, collaboration,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

JOB EFFORT AND CONDITIONS

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

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, and use electronic devices to communicate, develop work products, and carry out responsibilities. The employee is required to move inside the office to attend meetings, access items and utilize equipment, and occasionally move or transport items up to 25 pounds.

ORGANIZATIONAL STRUCTURE



Nicole Newman

Vice President

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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.