



WASHINGTON'S
**EVERGREEN
COAST**
LONG BEACH · TOKELAND
RAYMOND · SOUTH BEND

JOB DESCRIPTION: EXECUTIVE DIRECTOR

ABOUT WASHINGTON'S EVERGREEN COAST:

Discover Washington's Evergreen Coast: The Long Beach Peninsula and beyond. Located in the very southwest corner of Washington State, it's a scenic drive from Portland and Seattle, a classic 101 destination, and part of two scenic byways.

Slow down, unplug, and enjoy all the Washington coast has to offer. The Long Beach Peninsula and surrounding communities including Tokeland, Raymond, and South Bend, have an abundance of ultra-fresh seafood, endless beaches, northwest rain forests, and unique places to stay. Close to both Portland and Seattle, it's an easy escape and the perfect place to create traditions that last a lifetime.

POSITION SUMMARY: EXECUTIVE DIRECTOR

Washington's Evergreen Coast, formally known as the Pacific County Tourism Bureau (PCTB) is Pacific County, Washington's Destination Marketing Organization (DMO), a 501(c)(6), Lodging Tax and grant-funded entity. The Executive Director has primary accountability for the accomplishments and fiscal integrity of the organization. Under the policy direction of the Pacific County Tourism Bureau Executive Committee of the Board of Directors and the PCTB's Board of Directors, the Executive Director manages operations for the PCTB, including strategic planning, budgeting, and marketing. All programs of the PCTB are designed to (1) position Pacific County as a premier, year-round vacation destination (2) attract visitors to the area, (3) increase lodging occupancy rates and tourism spending, and (4) maximize the number of off-season and return visitor trips.

This position requires a commitment to working with the PCTB Board of Directors to establish and achieve short- and long-term goals.

The Executive Director provides the leadership for ethical and effective operations, assures activities of the organization, and follows established policies and functions within the bylaws of the PCTB. The Executive Director is responsible for developing the Bureau's capabilities, acting as its spokesperson, and representing it before others. The Executive Director is expected to work with representatives of the City, County, and State government and statewide tourism organizations in coordinating the activities of the Bureau and negotiating financial support.

OVERVIEW:

The Executive Director is a regional leader with a passion for promoting and enhancing tourism to Washington's Evergreen Coast. This role requires a leader with a deep understanding of the area and fostering partnerships. The ideal candidate will have a minimum of 3-5 years of industry experience and a proven track record in tourism development, marketing, and management.



DUTIES AND RESPONSIBILITIES:

Financial and Organizational Management

- Operating organization within all legal requirements of County, State, and Federal governments.
- Staying current on legislation pertaining to the tourism industry.
- Plan and budget with input from the Executive Committee, the PCTB Board, and its partners.
- Oversee the daily operations of the PCTB.
- Develop and implement policies and procedures.
- Prepare and manage the annual budget.
- Ensure preparation and submission of monthly financial and activity reports to the Executive Committee and the PCTB Board of Directors.
- Produce and present annual reports to secure yearly funding for PCTB.
- Attend all PCTB Board meetings.
- Prepare agendas and other documents for distribution as directed in advance of Board meetings.
- Recruit, train, supervise, and direct the work of PCTB staff, including developing an implementation program for staff responsibility and task completion schedule.

Community and Stakeholder Engagement

- Manage stakeholder, member, and supplier relations.
- Network with individuals and various organizations, including neighboring DMOs, to improve and enhance the viability of local tourism businesses through diversification, niche marketing, and regional branding.
- Build and maintain strong relationships with tourism stakeholders, including hoteliers, restaurateurs, and attraction operators.

Marketing and Promotion

- Negotiate contracts for outside services as needed with Executive Board approval.
- Develop and implement a marketing plan that includes advertising, public relations/communications, and direct marketing activities.
- Create and execute marketing campaigns to attract visitors and enhance the community's brand, and measure return on investment and engage with the community to foster a supportive environment for tourism development.



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DUTIES AND RESPONSIBILITIES:

Strategic Planning and Leadership

- Develop tourism promotion ideas based on visitor and industry research.
- Facilitate with key tourism stakeholders, municipalities, and other organizations the development, monitoring, and ongoing evaluation of a Comprehensive Tourism Plan for Pacific County.
- Evolve the Pacific County brand and increase brand awareness.
- Assemble market data that will assist PCTB members in identifying potential new business and profitable target market segments based on visitor behavior and markets.
- Promote a positive image of both the PCTB as the DMO and the region's tourism industry through various efforts, including media outreach.

QUALIFICATIONS:

Education and/or Experience

Minimum of a bachelor's degree from an accredited college or university with a major in marketing, business administration, or a related field. Minimum 5 years of experience in tourism, hospitality sales, marketing, or public relations management.

- Knowledge of the tourism industry.
- Proven leadership and project management skills.
- Understanding of policies and procedures, organization, and functions of a tourism DMO with basic knowledge of non-profit management.
- Critical thinking skills, a positive attitude, and the ability to build a consensus.
- Strong communication and interpersonal skills and ability to work collaboratively with diverse stakeholders.
- Aptitude to be politically savvy in working with government officials.
- Ability to create and manage an operational budget, including basic bookkeeping administration.
- Ability to conceptualize and implement a destination marketing strategy.
- Understanding of destination brand development and execution with the ability to oversee a marketing plan and budget.
- Ability to be sensitive to community and PCTB member concerns and ability to work in a collaborative environment.
- Excellent time manager and self-starter, and ability to accomplish work with minimal oversight.
- Strong written, verbal, and communication skills
- Ability to effectively present and/or convey information to public groups, the PCTB Executive Board, and the PCTB Board of Directors
- Valid Driver's license and a clean DMV record



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QUALIFICATIONS:

Key Characteristics

- Strong leader
- Consensus builder
- Strategic
- High level of integrity
- Strong work ethic
- Outgoing and personable
- Transparent and open
- Great listener
- Accountable
- Professional and polished
- Good Presentation skills
- Creative
- Engaging
- Humble
- Excellent communicator
- Passionate
- Team Player
- Multi-Tasker

LOCATION: Long Beach, WA

REPORTS TO: Board of Directors

PAY RANGE: \$70,000 - \$80,000

BENEFITS: Partial employer paid medical, dental and vision insurance. 10 paid holidays. 3 weeks PTO on an accrual basis.

TOP PRIORITIES:

1. Build trust and strong relationships within the community and with the board
2. Build trust and strong relationships with City, County, and State funding sources.
3. Maintain and build strong working relationships with key contractors.
4. Build upon the rebranding accomplished in 2024.
5. Ensure that Diversity, Equity, and Inclusion are woven into the fabric of the PCTB and the strategic plan.
6. Build awareness of Pacific County, WA, and the PCTB DMO.

TO APPLY:

Send a cover letter, resume, and references to info@evergreencoastwa.com. Applications review on a rolling basis starting October 1st. Early applications encouraged. Position open until filled.