

January 25, 2023

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| Job Opening: DIRECTOR OF COMMUNITY AND INDUSTRY ENGAGEMENT |

**Position Title: Director of Community and Industry Engagement  
Reports to: Executive Director**

Tillamook Coast Visitors Association (TCVA), a county-wide 501c6 destination management organization, is seeking a Director of Community and Industry Engagement to lead and collaborate on important programs that support sustainable tourism.

This role requires a person who is a good listener, collaborator and facilitator who will help businesses, nonprofits, community groups, agencies and individuals in Tillamook County take part, and have a voice in, destination management planning, community development, and programs that enhance livability while reaping the benefits of tourism.

This person will also take a role in industry meetings and programs that benefit Tillamook County. Experience in grant writing, program development, community engagement, and government and agency interaction are necessary to be successful in this role. Also important is teamwork, ability to work in a hybrid environment, and excellent writing, analysis and reporting skills. There will be times when community members disagree on issues related to tourism, and it is expected the Director of Community and Industry Engagement will respond in a professional manner.

**About Tillamook Coast Visitors Association**

TCVA’s work is based on **sustainable tourism principles**: people (does tourism serve the community as well as visitors); place (does tourism respect the environment and culture); and profit (does tourism create year-round economic vitality). We work on initiatives important to the community, such as Destination Management projects, Stewardship, Public Safety and Messaging, Trails and Outdoor Recreation, Culinary/Agritourism, Arts & Cultural Heritage, Community Development, Workforce Training, DEI, and Communications. We **measure our success** on how much we get done as an organization in relation to sustainable tourism and destination management: Return on Relationships (people/community); Return on Responsibility (place/stewardship); and Return on Reinvestment (profit/economic vitality). **Our core values are**: Care for the Community; Get the Job Done; Do the Right Thing; and Keep a Sense of Humor.

**The complete job description and application follows: Complete the application and email to:** [**nan@tillamookcoast.com**](mailto:nan@tillamookcoast.com)**; Position opened until filled.**

JOB DESCRIPTION: January 2023

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| DIRECTOR OF COMMUNITY AND INDUSTRY ENGAGEMENT |

**Position Title: Director of Community and Industry** **Engagement  
Reports to: Executive Director**

**Status: Full-time; Exempt**

**POSITION DESCRIPTION**

The Director of Community and Industry Engagement takes a key role in building partnerships, collaboration, communication and programs among businesses, nonprofits, cities, county departments, agencies, community groups, and individuals throughout Tillamook County. This position is responsible for community engagement, identifying and acting on complementary industry opportunities, and creating programs that support tourism and community interests. The director will also seek partnerships and networks regionally, and among industry organizations, to seek complementary programs and solutions for tourism issues along the north Oregon Coast.

The Director of Engagement is a member of the Tillamook Coast Visitors Association (TCVA) leadership team and plays a critical role in strategic decision making and operations as TCVA continues to lead destination management in Tillamook County. This position works closely with the Executive Director to support the vision and mission of the tourism industry in Tillamook County. Salary range of $75,000 - $80,000 depending on experience, plus benefits.

*This position focuses on “Return on Relationships” of the Three R’s of TCVA’s Strategic Planning Benchmarks, with additional focus on “Return on Responsibility.” The plan can be downloaded at tillamookcoast.com/industry*

**RESPONSIBILITIES**

Community Collaboration –

* Support of local tourism partners and interested parties looking to establish or expand tourism opportunities in the county and region, especially within TCVA strategic initiatives of stewardship, culinary/agritourism, outdoor recreation and education, arts, and cultural heritage.
* Convene listening sessions throughout the county to apprise community of breadth of tourism and TCVA activities; gather feedback and suggestions, be informed on local group activities.
* Take an active role in community and county committees as needed, and stay informed on committee work that impacts tourism, such as short-term vacation rentals, housing, workforce, climate action, transportation options, etc.
* Communicate the benefits and value of tourism to community, government, and external stakeholders, as well as the mission, strategies and results that tourism plays in contributing to the economy and community livability.
* Work with law enforcement, emergency management and fire districts on public safety programs.
* Act as liaison with community at large, tourism community, local governments and county
* Work with Executive Director on projects that benefit community programs.

Industry Programs - Responsible for engagement with tourism industry initiatives, such as:

* Support, participate and communicate in the North Coast Tourism Management Network, Travel Oregon, Oregon Restaurant and Lodging Association, Oregon Destination Association, Tillamook Chamber of Commerce, Pacific City Nestucca Valley Chamber of Commerce, Oregon Coast Visitor Association, and regional DMOs.
* Oversee and evaluate requests for training schedules, per availability of team members
* Arrange workforce training sessions, such as Guest Service Gold certification, working with partners such as Tillamook Bay Community College, Oregon State University Extension
* Assist Executive Director in establishing workforce and business development programs, including Pro-Start program in local high schools, working with ORLA, Tillamook Creamery, TBCC and Northwest Oregon Works
* Establish and maintain working relationships with attractions, hotels, retail, STR agencies and restaurants
* Assist Executive Director in identifying and writing grants
* Attend industry meetings as needed
* Understand lodging tax usage in Tillamook County, and be able to explain it to the community
* Represent TCVA at industry events as needed; give presentations as requested.
* Work with the director of communications on developing online toolkits for VTC Academy

Administration- Work with TCVA board and team for reporting and special projects:

* Create a project charter for new initiatives to present to team and TCVA board
* Produce and compile quarterly reports on projects, earned media and market outreach.
* Take an active part in weekly EOS L10 meetings; attend monthly TCVA board meetings
* Actively participate in and contribute to TCVA team strategic planning and meetings.
* Follow principles of sustainable tourism and destination development as outlined in TCVA Destination Management Strategic Plan.
* Assist with tourism board meeting duties as needed; and team activities as needed
* Provide timely financial and invoice reporting to Deputy Director
* Perform other duties as assigned.

**QUALIFICATIONS & PREFERENCES**

1. Education and Work Experience
   * BA/BS degree
   * Minimum of 5-7 years professional experience in tourism and/or community development
   * Experience in agency, community, and/or business development
   * Experience engaging with tourism industry associations
2. Technical Skills
   * Knowledge of digital tools and databases, such as Microsoft Office, Zoom, and GSuite
   * Excellent verbal and written communication
   * Effective interpersonal skills required
3. Learning Inclinations
   * Independent, self-directed learner
   * Creative problem-solver
   * Ability to learn new digital tools to optimize productivity and communication
   * Proven to work independently as well as within a strong team-oriented culture
4. Attitudinal Qualifications
   * Ability to connect, listen, collaborate, negotiate and lead
   * Ability to work effectively with diverse stakeholders
   * Strong track record of professional ethics
   * Ability to organize time, manage multiple tasks simultaneously, and meet deadlines
   * Strong curiosity and passion for learning, with an excitement for new challenges
   * Flexible and team-oriented; comfortable working in a hybrid environment
   * Ability to see overall strategy yet strong attention to detail
   * Willingness for occasional travel, work nights, and weekends

**POSITION: Director of Community and Industry Engagement**

**Open: January 25, 2023**

**Close: Open until Filled**

**Instructions: Please submit the following documents in a single PDF file to:** [**nan@tillamookcoast.com**](mailto:nan@tillamookcoast.com)

* Cover letter
* Resume
* Completed application
* Answers to the ‘Application Questions’ below
* Optional: Letter of Recommendation(s)

**APPLICATION QUESTIONS**

1. TCVA is destination management organization, which is a departure from traditional tourism organizations that focus on marketing and advertising. What do you see as the difference between the two? Have you seen or been involved in destination management projects in Tillamook County?
2. If you could lead a “dream” community project today for tourism, what would you do? Who would be involved? How would you measure success?
3. What do you see as the biggest challenge(s) for tourism in Tillamook County and the north Oregon coast?
4. What do you see in the future for tourism, in Tillamook County, the Oregon Coast, and the state?
5. Describe your experience working with tourism industry organizations. What role(s) did you perform?