

## JOB DESCRIPTION

**Job Title:** President and CEO  
**Reports to:** Board of Directors  
**Classification:** Salary Exempt  
**Date Updated:** June 20, 2024  
**Status:** Full-time  
**Salary Range:** \$140,000-\$170,000

### Our Mission

Visit Lodi is the official destination marketing organization for Lodi. Funded by the Lodi area hotels, Visit Lodi's mission is "To increase tourism by promoting Lodi as a destination, enhancing economic growth."

### Position Summary

The Visit Lodi President and CEO is a full-time position that reports directly to the Board of Directors. The President and CEO is responsible for the organization's overall success, including the development and implementation of the Business Plan. Serves as liaison to the community, engaging with businesses, residents, government, media, and tourism leaders.

### Essential Functions, Duties, and Responsibilities

#### Board of Directors

- Research, plan, formulate, and recommend for the approval of the Board of Directors all organization policies, activities, services, and programs.
- Implement all policies, activities, services, and programs as approved by the Visit Lodi Board of Directors.
- Develop the monthly board agenda with direction from the Board Chairperson.
- Develop the board packet, including preparing necessary records and reports regarding organization activities.
- Producing minutes of each board meeting for approval.

#### Business Development, Marketing Communication and Visitor Services

- Oversee the maintenance and upkeep of the Visitor Center, including assuring that the environment is clean, safe, and welcoming to all guests and staff.
- Oversight of the production of all marketing and promotional materials in keeping with the Lodi community brand, including:
  - Produce an annual advertising plan.
  - Design of all advertisements, promotional materials, web content, mailers, press releases, etc.
  - Develop an editorial calendar for the digital newsletter.
- Work with the Visitor Guide publisher to produce the annual Visitor Guide.
- Oversight of all aspects of the Spirit of Tourism event, including working with the videographer to produce honoree videos.
- Being the community "face" of the organization, the CEO is responsible for establishing and maintaining relationships with other businesses and organizations, both public and private, whose interests impact the Visitor industry and the financial health of the organization.
- Raise awareness about the benefits of tourism in the Lodi community, including publicly addressing issues that impact the local state of tourism.
- Being the spokesperson for the organization with all local and national media outlets.

#### Finance, Human Resources, Operations and Administration

- All day-to-day operations fall under the responsibility of the CEO.
- Supervise all staff, including hiring, firing, and disciplining.
- Staff training.
- Prepare and carry out annual staff performance reviews, including pay evaluations.
- Act as the human resource officer, ensuring timely updates to the employee policy manual and overseeing the administration of employee benefits. The CEO is responsible for conducting research to ensure the organization provides a competitive employee benefits package.
- Produce and administer the annual work plan to ensure that all goals are met.

- Develop the annual budget and administer the adopted budget to support approved organization activities, programs, and services.
- Ensure that the annual budget is met.
- Direct the preparation of all financial reports and records, including approving all financial expenditures, signing checks, entering all financial information into Quickbooks, and approving draft financial reports.
- Acts as the liaison to the CPA.

## **Education and Experience**

**Education** – Minimum Bachelor's degree in communications, public relations, marketing, or a related field.

**Experience** – At least 10 years of work experience, including a portion of which has been in senior management, marketing, communications, tourism development, or a related field.

## **Knowledge, Skills, and Abilities**

- Inspirational, genuine, and approachable leader.
- Experience working in a political environment, including government agencies.
- Visionary leadership skills, including team motivation and performance management.
- Exceptional problem-solving skills, including analyzing complex problems, developing creative solutions, and making sound decisions.
- Demonstrated ability to exercise discretion and independent judgment.
- Ability to thrive in a fast-paced work environment.
- Strong written and verbal communication skills.
- Negotiates conversations effectively with diverse audiences; builds consensus appropriately.
- Good interpersonal skills. Must possess the ability to communicate effectively with different audiences, including staff, visitors, volunteers, and others.
- Experience with and comfort in public speaking.
- Proven non-profit management, including working with and reporting to a board of directors.
- Experience in planning and strategy development.
- Excellent organizational and project management abilities, including prioritizing tasks and meeting deadlines.
- Demonstrated ability to work with minimum supervision and self-directed work activity.
- Attention to detail with a high level of accuracy.
- Experience in forecasting and projections, including creating annual budgets and revenue and expense management.
- Experience managing employees from various sectors within an organization, including hiring, firing, and reviewing.
- Comfort with technology and an openness to embracing new advances.
- Understanding of marketing concepts, including digital media and social platforms.
- Proficiency in using relevant software and tools for content creation, analytics, and reporting.
- Event management experience, including overseeing or coordinating logistics, budget oversight, vendor collaboration, and ensuring that events run smoothly.
- Intermediate proficiency with Microsoft 365 (Microsoft Word/Excel/Outlook).
- Well-spoken and polished demeanor.
- Valid California driver's license.
- Must be able to pass a background check.

## **Environmental Conditions**

- Indoors in a typical office environment approximately seventy percent (70%) of the time.
- Frequent computer use at the workstation for up to 8 hours daily.
- Frequently work at a fast pace with unscheduled interruptions.
- Occasional tight deadlines and pressure during event coordination or marketing campaigns.
- To meet deadlines, responsibilities may require an adjusted work schedule, overtime, and evening/weekend hours.

- May occasionally move (walk or drive) from one work location to another.

### **Physical Demands**

- Use one or two hands to grasp, move, handle, control, feel, and assemble objects, tools, or controls.
- Use fingers to grasp, move, or assemble very small objects.
- Ability to walk, sit, stand, stoop, crouch, and climb stairs.
- Ability to move and lift up to 30 pounds up a flight of stairs and lift 50 pounds in weight.
- Visual Acuity (Far/Near).
- Ability to set up and tear down tradeshow booths, equipment, and marketing materials.
- Regular and consistent attendance.

### **Compensation:**

- \$140,000-\$170,000 based on experience.
- Performance bonus.
- Company-paid health benefits.
- Company-paid retirement benefit.
- Excellent work/life balance, including generous vacation and holiday pay.
- Meaningful relationships with your co-workers and the community we serve.

**Changes:** This job description will be updated if duties and responsibilities change significantly. Job functions are subject to modification based on business necessity.

**ADA/FEHA:** Visit Lodi will make reasonable accommodations in compliance with the Americans with Disabilities Act of 1990 and California's Fair Employment and Housing Act.

**EEO:** Visit Lodi is an equal-opportunity employer. All aspects of employment, including the decision to hire, promote, discipline, or discharge, will be based on merit, competence, performance, and business needs. We celebrate diversity and are committed to creating an inclusive environment for all employees.

**How to apply:** Interested applicants should submit a cover letter and resume to Nancy Beckman, at [CEOsearch@visitlodi.com](mailto:CEOsearch@visitlodi.com) before July 25, 2024.