

Visit Salina Director



Summary/Objective

The successful candidate for this position will have the capacity to work in a team setting with the shared purpose of attracting visitors to the Salina and Saline County area. This position is specifically responsible for leading and managing all aspects of Visit Salina's operations, including destination marketing, tourism development, and event coordination. This individual will be a dynamic leader capable of enhancing the city's image as a premier destination for both leisure and business travelers. The Visit Salina Director will report directly to the President/CEO of the Salina Area Chamber of Commerce as well as its board of directors. The Visit Salina Director will oversee and supervise Visit Salina staff.

Key Responsibilities

Leadership & Strategy

- Lead, develop, and implement the strategic vision for Visit Salina to drive tourism growth.
- Work with the Board of Directors, Convention and Tourism Committee, and key stakeholders to create long-term goals and objectives.
- Build and manage relationships with local businesses, government entities, event organizers, and tourism partners.

Marketing & Promotion

- Oversee the development and execution of destination marketing strategies and campaigns, including advertising, digital media, public relations, and social media.
- Develop and manage Visit Salina's brand (along with the Director of Marketing), ensuring consistency across all marketing channels and materials.
- Identify and implement new ways to attract tourists and convention visitors, including innovative programs, partnerships, and events.

Convention & Event Sales

- Lead efforts to attract large conferences, conventions, meetings, and events to the city.
- Work closely with local hotels, event spaces, and vendors to ensure a seamless experience for convention organizers and attendees.
- Represent Visit Salina at trade shows, industry events, and conventions to build awareness and attract future business.

Team Management

- Manage, mentor, and develop a high-performing team of marketing, event planning, and sales professionals.
- Ensure effective collaboration across departments and maintain a positive and productive work environment.

Budgeting & Financial Oversight

- Develop and manage the Visit Salina's annual budget, ensuring cost-effective operations and allocation of resources.
- Analyze and report on financial performance and return on investment of marketing and promotional activities.

Stakeholder Engagement

- Serve as the primary spokesperson for Visit Salina, representing the organization in meetings with community leaders, the media, industry stakeholders, and government officials.
- Facilitate collaborations with tourism-related businesses, local organizations, and civic leaders to ensure a unified approach to marketing and development.

Research & Data Analysis

- Monitor and analyze industry trends, visitor statistics, and competitive destinations to inform strategic decisions.
- Regularly report on the impact of Visit Salina activities, including visitor numbers, economic impact, and return on investment.

Preferred Education

Minimum qualifications include a bachelors degree from an accredited college or university, preferably PR, Marketing, Business, or related field.

Skills & Experience

- Minimum of 7-10 years of experience in destination marketing, tourism development, convention sales, or a related field.
- Proven experience in leadership, managing cross-functional teams, and driving business growth.
- Strong background in developing and executing marketing campaigns and strategies, particularly in the tourism or hospitality sectors.
- Experience in managing budgets, contracts, and vendor relationships
- Strong communication and public speaking skills, with the ability to engage diverse audiences.
- Exceptional leadership abilities with a focus on team building, mentorship, and performance management.
- Solid understanding of digital marketing strategies, including social media, SEO, and online advertising.
- Ability to analyze data and use insights to drive strategic decision-making.
- Excellent problem-solving, negotiation, and relationship-building skills.

Work Environment

This job operates in a professional office environment and includes occasional working hours during evenings and weekends. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The employee is occasionally required to sit; climb or balance; and stoop, kneel, crouch or crawl. The employee must frequently lift and move up to 20 pounds and occasionally lift and move up to 45 pounds.

Travel

20-30%

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Salary range: \$82,000-\$88,000. Commensurate with experience. Also includes a highly competitive benefit package.

No calls or walk-ins please. To apply, submit resume, cover letter and references to:

Salina Area Chamber of Commerce

Attn: Renee Duxler

PO Box 586

Salina, KS 67402-0586

Or via email to:

rduxler@salinakansas.org

For more information about Visit Salina: www.visitsalina.org