

# PRESIDENT AND CEO

Visit Alexandria | Alexandria, VA







# Who We Are

On the Potomac River within eyesight of Washington, D.C., Alexandria, VA is nationally recognized for its rich history and beautifully preserved 18th and 19th-century architecture. Voted one of Travel + Leisure's [Best Cities in the U.S. 2023](#) and a Condé Nast Traveler [Top 3 Best Small City in the U.S. 2023](#), Alexandria hums with a cosmopolitan feel and a walkable lifestyle, a welcoming weekend escape next to our nation's capital.

With a nationally designated historic district founded in 1749, Alexandria is home to more than 200 independent restaurants and boutiques alongside intimate historic museums and new happenings at the waterfront. At the heart of it all is bustling King Street, a walkable mile recognized as one of the "Great Streets" of America. New restaurants tucked into 18th- and 19th-century architecture still intact from the city's days as George Washington's hometown ignite historic and off-the-beaten-path neighborhoods as the waterfront district evolves with new energy. Alexandria is the perfect home base for your vacation and an unforgettable getaway of its own.

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## About Visit Alexandria

Visit Alexandria is the city of Alexandria's nonprofit 501 C-6 destination marketing organization, promoting Alexandria, Virginia, as a premier destination for leisure and business travel. The organization has 450 members, a \$5 million budget and 18 employees. Visit Alexandria has built a strong staff and key partnerships with peer organizations and City departments to accomplish its mission. It is guided by a board of 15, representing a diversity of industry sectors, expertise, race, age, gender, and neighborhood.

To give you a feel for Alexandria, we're sharing here a video that was developed for meeting planners.





## POSITION SUMMARY

The President & CEO is ultimately responsible for all operations Visit Alexandria. Primary duties include effectively collaborating and communicating with the Executive Committee, Board of Governors, City of Alexandria, and community stakeholders, leading the executive team, and overseeing the organization's strategic plan. As the organization's leader, the President & CEO fosters a positive and collaborative work environment that inspires employees to actively work toward shared goals. As a community thought leader, the President & CEO works to unite stakeholders, providing vision and direction that strengthens Alexandria's revenue generation, sustainability, reputational excellence, and resident quality of life.

## ESSENTIAL DUTIES & RESPONSIBILITIES

### Leadership

- Lead the development and ongoing adaptation of Visit Alexandria's vision, mission, and strategies.
- Promote broad appreciation of the visitor economy's vital role in Alexandria's economic development and quality of life, resulting in increased stakeholder participation and financial, in-kind, and value-added resources for the organization's competitiveness.
- Foster a success-oriented, engaged, and accountable environment by regularly articulating Visit Alexandria's vision for the destination and by establishing, communicating, and implementing high standards of performance.
- Cultivate partnerships and lead communication with City officials, members, business, community, and cultural leaders, and regional, state, and national tourism industry officials.
- Lead the implementation of diversity, equity, and inclusion (DEI) initiatives that showcase both the destination and Visit Alexandria as equitable and inclusive, welcoming everyone and establishing a culture that affirms diversity of race, ethnicity, gender identity, sexual orientation, religion, age, socioeconomic status, and ability.
- Selectively pursue industry leadership roles and serve on committees and boards of related organizations that enhance Alexandria's image and stay abreast of the latest destination marketing trends.
- Work collaboratively with Alexandria Economic Development Partnership (AEDP), ALX Chamber, city commissions and neighborhood business organizations to advance shared objectives and increase visitors.

### Strategy

- Develop a forward-thinking strategy encompassing marketing, sales, communications, member services, and administration that aligns resources with impact.
- Oversee the collaborative development of an annual marketing and operating plan grounded in research that draws on the expertise of the board, staff, and agency partners.
- Establish and monitor key performance indicators (KPIs) and tie individual performance objectives to those KPIs.

### Communications, Marketing & Sales

- Serve as Visit Alexandria's primary spokesperson.
- Oversee the Senior VP of Communications in gaining national publicity, media coverage and accolades that increase awareness and position Alexandria as a world-class destination and developing fresh content that supports earned and owned media.
- Oversee the VP of Marketing & Research in design and implementation of strategies and tactics to optimize market opportunities, establish the brand and drive visitation across traditional, social, and digital media, informed by state-of-the-art research and tools.
- Oversee the VP of Sales in design and implementation of strategies and tactics to increase association, corporate, government and social meetings, sporting events, and weddings to generate overnight stays.
- Oversee the Director of Special Events and Partnerships in attracting and managing special events, film/TV, sponsorships and grants that increase revenues and enhance Alexandria's reputation as a contemporary, culturally vital destination.
- Ensure the availability and timely deployment of crisis management plans to minimize damage to the visitor economy and destination image and accelerate post-incident recovery.



## ESSENTIAL DUTIES & RESPONSIBILITIES

### Talent

- Foster a creative, collaborative, curious, and celebratory culture.
- Attract, recruit, train, mentor, and retain a strong and cohesive management team in a culture that provides career development and recognizes both individual and team achievement.
- Ensure all organizational activities are implemented within established policies, guidelines, and state and federal laws.
- Lead by example in promoting high ethical standards that reflect the role as custodian of public funds, an entrepreneurial approach, and unwavering fiscal responsibility.

### Administration

- Oversee the Chief Operating Officer (COO) to assemble and manage the talent, financial resources, governance, systems, technology, policies, and processes that provide the foundation for Visit Alexandria's mission and strategic goals.
- Direct the preparation of and advocacy for, the annual budget in concert with the City of Alexandria that supports the organization's activities and provides competitive compensation to retain high-performing talent.
- Review all financial reporting monthly to ensure the adequacy and soundness of the organization's financial condition.
- Advocate for operational funding continuity from the City, Virginia Tourism Corporation, members, and sponsors.
- Ensure the annual audit takes place in compliance with non-profit guidelines and confirms accurate financial reporting and satisfactory internal controls. Ensure that any deficiencies are promptly corrected and confirmed in the next annual audit.

### Governance

- Support the board in recruitment, orientation, and engagement of board members and officers.
- Ensure governance currency by supporting the board in periodic bylaws evaluation and updates.
- Serve as board secretary, ensuring the drafting of minutes and providing timely and appropriate agenda items and materials for chair and board review prior to meetings.
- Plan and attend all meetings of the board of governors and committee.
- Provide the board of governors with monthly financial and operating reports.

## STAFF

The President & CEO has full responsibility and ultimate authority for staff recruitment, supervisory decision making for direct reports as well as for all team members within the organization. Direct reports include: Chief Operating Officer, Senior VP of Communications, VP of Marketing & Research, VP of Sales, and Director of Special Events & Partnerships.

The President & CEO:

- Establishes the overarching organizational structure that ensures the best use of resources to inspire travel to the destination.
- Makes decisions related to the selection, promotion, transfer, compensation, and performance improvement of all team members.
- Assures appropriate training is facilitated for new employees, personally participating as necessary, to ensure established procedures are clearly understood and followed.
- Makes him/herself visible and available to team members; answers employee questions; resolves work-related problems and interprets organizational policies for staff to improve the quality and quantity of work performed.
- Monitors the work performance of direct reports on a continual basis, conducts effective performance appraisals, and takes corrective action whenever necessary.
- Creates a working environment in which team members are motivated to develop their skills and abilities. Demonstrates by personal example the desired standards of conduct and work performance.
- Administers company policies in a fair and equitable manner and documents all incidents and actions taken.

## QUALIFICATIONS

- Excellent strategic skills and overall business judgment, including the ability to visualize opportunities and continuously improve the existing business.
- Strong management and interpersonal skills coupled with the ability to lead creative teams and build partnerships with a broad range of business, government, and community associates.



## QUALIFICATIONS

- Experience leading, recruiting, developing, motivating, and retaining staff.
- Proven commitment to diversity, equity, and inclusion (DEI).
- Success in working with government leaders at the local, regional, and state levels.
- Outstanding communication skills, an effective public speaker to include engaging presentations to a variety of stakeholders.
- Experience in media relations, public engagement, and crisis management.
- Exemplary planning/organization skills.
- Experience utilizing research to drive marketing decisions.
- Financial acumen.
- Non-profit experience in working with a board of directors is preferred.
- Knowledge of travel industry communications, marketing, and sales practices and procedures.
- Familiarity with Alexandria is preferred.
- Bachelor's degree in a related field or relevant professional experience (e.g., Business Administration, Hotel Administration, Tourism, Marketing, Communications).
- 10 years of experience in travel or related industries, preferably in destination management.

## KEY CHARACTERISTICS

- Consensus Builder
- Strategist
- Innovative
- Celebratory
- Politically astute
- Ambassador
- Inclusive
- Good communicator
- Visible
- Transparent

## TOP PRIORITIES

- Develop strategies to grow revenue, increase destination awareness, leverage event return on investment potential, and sustain financial stability.
- Immerse into the community. Become familiar with the businesses and diverse neighborhoods.
- Get to know the staff. Begin to develop strong and meaningful relationships with them and all stakeholders, and maintain effective ongoing communication. Stakeholders include but are not limited to the board, partners, members, industry leaders, business leaders, and city officials.
- Develop a strong working knowledge of the budget and funding model.
- Work to retain and develop the high-performing team.
- Expand advertising presence.



**Kellie Henderson**

Senior Vice President

SearchWide Global

[info@searchwideglobal.com](mailto:info@searchwideglobal.com)

Direct: 703.912.7247

**If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Kellie Henderson.**

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