

PRESIDENT & CEO

Regional Office of Sustainable Tourism | Lake Placid, NY
Adirondack Park





Who We Are

The Regional Office of Sustainable Tourism/Lake Placid CVB is a 501c6 not-for-profit corporation. ROOST is the Destination Marketing and Management Organization (DMMO) for Lake Placid and Essex County, Hamilton County, Saranac Lake, and Tupper Lake in New York. ROOST has continuously evolved to stay ahead of the changing destination marketplace.

Our Destination Marketing focus is based on traditional advertising, digital marketing, public relations, and by harnessing the power of electronic media. In-house staff manages all facets of our tourism marketing initiatives for the regions we serve.

Additionally, we support our regions with destination development and management strategies and a hands-on approach to fostering healthy and sustainable communities. Our main office is in Lake Placid, with satellite offices in Crown Point, Saranac Lake, and Tupper Lake.

ROOST is committed to strong relationships across all tourism, community organizations, and residents region-wide and supporting our communities in which we serve. Our tourism-based economy is utilized to enhance the lives of those who live here. In addition to the tourism economy, ROOST focuses on the issues our communities face, such as workforce housing, climate change, and increasing the population of full-time residents.

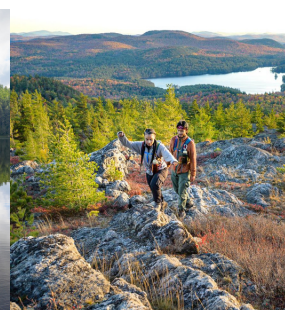
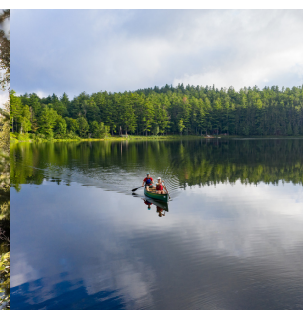
ROOST marketing initiatives focus on decreasing the seasonality of travel and the sustainability of our natural resources. ROOST works in partnership with community members, businesses, and elected officials to benefit the quality of the place for the residents and enhance the experience of the visitors.

VISION: Fostering connections between locals, visitors, and the world to elevate our communities.

MISSION: Enrich the lives of residents and visitors by creating a tourism economy that sustains itself over time, economically, socially, and environmentally.

Regions

[Adirondack Hub](#) [Hamilton County](#) [Lake Champlain Region](#) [Lake Placid & The High Peaks](#)
[Saranac Lake](#) [Tupper Lake](#) [Whiteface Region](#)
roostadk.com





POSITION SUMMARY

The President and CEO is responsible for accomplishing ROOST's mission to market and communicate the attributes of the region, while ensuring measurable benefits to the communities served. This is accomplished through strategic leadership and oversight of daily operations. The President and CEO interfaces and builds relationships with key community members, elected officials, media, and tourism partners. The CEO is the main spokesperson for the organization.

This position is accountable to the Board of Directors of ROOST and reports to the full Board on all aspects of organizational operation. The focus of the position of CEO and president is to carry out the long-range strategic plan set by the Board. The CEO establishes the organizational structure and delegates authority to ROOST management team members while leading the overall organization to meet and exceed the stated goals and objectives of the strategic plan.

ESSENTIAL DUTIES & RESPONSIBILITIES

Leadership

- Provide motivational leadership to management and staff to ensure an accountable, effective, high-performance team that lives the vision, mission, and values of the organization.
- Oversee the management team's development and implementation of a program of work and annual strategic marketing and management plan based on research to identify trends and measure success.
- Build strategic relationships that result in coalition building, development of resources, and demonstrate political awareness.

Management

- Ensure the management team is resourced to effectively carry out the functions of each department. Create a culture of learning and development to attract and retain engaged top talent.
- Ensure legal compliance with all human resources laws.

Financial Oversight

- Develop an annual budget.
- Oversees finances to ensure internal controls are documented, transparent, and followed.
- Collaborate with existing/future funding sources to ensure a sustainable funding stream to support the marketing and management of community strategies.
- Ensure that expenditures of the occupancy tax, municipal funding, and private funds meet all contractual requirements for reporting to funding sources by required deadlines.

Regional Engagement

- Maintain active involvement in ROOST communities to ensure a clear understanding of ROOST's mission and program of work on their behalf.
- Demonstrate effective communication throughout the regions utilizing a consistent and regular flow of information.
- Maintain relationships with local state government and Federal officials to advance the mission of ROOST and advocate for the tourism industry.
- Be an active partner in supporting regional economic development by participating in events that support the economic development goals of the region.
- Stay current on state and federal policy issues that can impact the tourism industry.
- Report on all state and federal funding opportunities that could potentially benefit the region.
- Support organizations in the region with state and federal funding initiatives through information sharing and letters of support.

ESSENTIAL DUTIES & RESPONSIBILITIES

Board Effectiveness

- Participate in the development of the long-range strategic plan.
- Facilitate committee and board meeting agendas.
- Advise and guide the Board on matters related to the local tourism economy and destination marketing and management strategy such that ROOST is “state of the art.”
- Actively assist in the recruitment of diverse board members who represent the tourism industry and community stakeholders.
- Provide tools to enable board members to advocate for the organization and the industry.
- Support and encourage active Board involvement in the achievement of ROOST goals outlined in the long-range strategic plan.

QUALIFICATIONS

- A bachelor’s degree in a related field (e.g., business administration, marketing, communications) is required.
- 10 years of experience in tourism or related industries, preferably in destination management.
- Excellent communication and presentation skills.
- Experience as a spokesperson with media presence.
- Demonstrates sound judgment and problem-solving skills to deal with issues that may be immediate, sensitive, sometimes controversial, and sometimes public.
- The ability to review research and marketing data, assess trends, and identify challenges.
- The ability to address challenges while also being able to seize opportunities when presented.
- Knowledge of the regions ROOST serves.
- Experience training and retaining a high-performing team.

KEY CHARACTERISTICS

- Effective communicator
- Politically astute
- Collaborative
- Servant leader
- Visionary
- Good listener
- Convener
- Transparent
- Relationship builder
- Diplomatic
- Humble
- Thought leader

TOP PRIORITIES

- Immerse in the area, get to know the staff, the regions, and their stakeholders, and maintain effective ongoing communication with them. Stakeholders include the board, staff, business leaders, villages, towns, county, and state elected officials, and partners. Be a good listener and build credibility.



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

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