

# SENIOR VICE PRESIDENT OF MARKETING

Visit Seattle | Seattle, WA





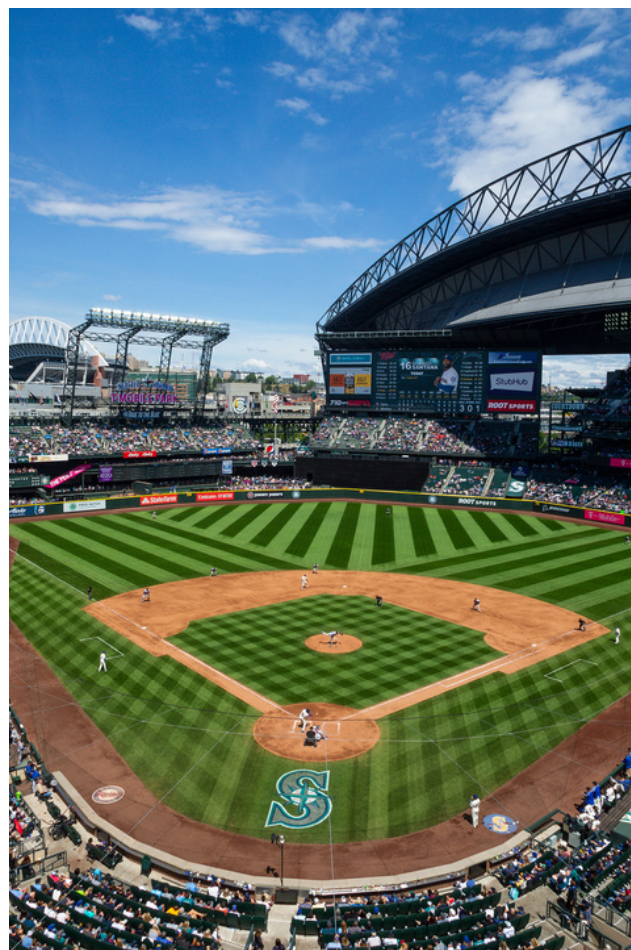
# Seattle

## — Emerald City —

Seattle is a world-class city tucked into a natural wonderland. A tech hub that celebrates artisans. A port city that oozes innovation. They are houseboat dwellers and waterfall watchers, craft beer drinkers and ferry boat riders, coffee connoisseurs, and earth-shatteringly loud fans. They are a literary city with deep musical roots. A theater town with creative expression. They reside on the traditional land of the Coast Salish People, past and present. All of these things make Seattle a unique little pocket tucked up in the upper left part of this beautiful country.

### NEIGHBORHOODS

- [Pioneer Square](#) – Adjacent to Lumen Field and T-Mobile Park, Seattle's original neighborhood houses hip eateries, galleries, and coworking spaces.
- [Ballard](#) – Part maritime-centric enclave, part hot foodie hangout, this community takes pride in its Scandinavian roots.
- [Capitol Hill](#) – The vibrant center of Seattle's LGBTQIA+ community, offers endless entertainment, morning till night.
- [Chinatown – International District](#) – The electric epicenter of Seattle's Asian-American communities, boasts historic landmarks, heralded restaurants, and popular attractions.
- [Downtown Seattle](#) – The heart of Seattle is well-stocked with world-class dining, cultural attractions, Pike Place Market, incredible retail, and not one but two convention centers.
- [Waterfront](#) – Overlooking Puget Sound, the waterfront teems with seafood, souvenirs, and ferry watching. It is currently undergoing a massive improvement project to make access even more pedestrian and visitor-friendly.



## THINGS TO DO

With everything from unrivaled natural beauty and world-class attractions to major sports teams, a thriving arts and culture scene, and beyond, there's always something to do in Seattle.

Whether you're a family looking for budget-friendly finds or a seasoned traveler on the hunt for the latest Instagram-worthy vista, the Emerald City has you covered. While here, you can meet artisan makers, shop indie boutiques and designer fashions, admire priceless works of art, sing your heart out at a karaoke club, explore like a local in the city's diverse neighborhoods, and enjoy nature—all without ever having to leave the city. No matter what you're looking for, the perfect adventure awaits.

[Seattle's Top 25](#) – Includes Space Needle, Seattle Center Monorail, Museum of Pop Culture, and much, much more.

- [Sightseeing](#)
- [Cultural Heritage](#)
- [Shopping](#)
- [Events](#)
- [Family Fun](#)
- [Arts & Culture](#)
- [Outdoors](#)
- [Spectator Sports](#)

## ABOUT VISIT SEATTLE

Visit Seattle has served as the official destination marketing organization (DMO) for Seattle and King County for more than 50 years. A 501(c)(6) organization, Visit Seattle enhances the economic prosperity of the region through global destination branding along with competitive programs and campaigns in leisure travel marketing, convention sales, and overseas tourism development.

## FUNDING

As a private, nonprofit marketing organization, Visit Seattle's funding is derived from many sources, including hotel occupancy tax revenue from Seattle-King County visitors, Visit Seattle's robust partnership program, its marketing programs, government contracts for service, and miscellaneous revenue.

The current budget is \$40M, funded 2/3 by the Seattle Tourism Improvement Area and 1/3 through occupancy tax that flows through the Seattle Convention Center. \$15M is budgeted to go towards marketing and advertising both leisure and convention programs.

## MEMBERSHIP

As a membership-based organization, Visit Seattle connects more than 750 local businesses, their products, and services with the lucrative visitor market. The Visit Seattle Membership team also hosts four signature events throughout the year, orientations, and networking tools throughout the year.

Visit the [Membership](#) area of this website to learn more about becoming a Visit Seattle member.





# POSITION SUMMARY

The Senior Vice President of Marketing oversees all marketing and brand development initiatives to promote Seattle across all travel segments, including meetings and conventions, leisure, transient, and international markets. This role involves developing and executing strategic marketing plans to position Seattle as a premier destination. Additionally, this Marketing Leader will drive creative strategy, foster partnerships, and promote innovation to enhance brand visibility and engagement within and outside of Seattle. Collaboration with industry partners, analysis of performance metrics, and staying abreast of market trends are crucial aspects of the role.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

### **Leadership:**

- The SVP of Marketing will develop strategic marketing and brand strategies to advance Visit Seattle's vision, funding, and key performance metrics.
- Lead direct and indirect reports through goals and accountable metrics.
- Interface with significant stakeholders, sharing and discussing plans, research, and analytics dedicated to all forms of leisure and convention marketing.
- Lead advisory groups and contribute to Board and community presentations.
- Represent Visit Seattle in the industry.
- Ensure staff training and development.

### **Strategic Marketing and Creative Direction:**

- This position is responsible for the overall performance of marketing and promoting the greater Seattle region as a premier travel destination.
- Conceptualize and execute innovative marketing campaigns to differentiate Visit Seattle from its competitors.
- Guide Visual and Brand Identity Development and ensure brand consistency across all marketing materials and touchpoints.
- Direct creative agencies to maintain brand integrity.
- Oversee the development of marketing materials and website content.
- Expand Seattle's domestic and international representation strategy and network.
- Utilize data and research to target key markets effectively.
- Track, analyze, and report on the ROI of marketing programs.
- Analyze customer data for convention sales strategies.
- Cultivate cooperative marketing opportunities.
- Manage advertising buys across channels.

### **Stakeholder Engagement:**

- Actively engage with the STIA Advisory Board, Seattle Convention Center Public Facilities District Board, and Visit Seattle Board.
- Collaborate with all departments to support goals and drive results.
- Serve on strategic committees, task forces, and boards.
- Keep the President/CEO and Board informed of initiatives and results.
- Act as primary spokesperson for the organization.

## TOP PRIORITIES

1. Establish relationships and trust with the 3 Boards that help fund and oversee Visit Seattle: the STIA Advisory Board, the Seattle Convention Center Public Facilities District Board, and the Visit Seattle Board.
2. Continue to elevate the creative and imaginative reach the Visit Seattle team has been known for.
3. Continue to elevate the Visit Seattle brand domestically and globally.
4. Understand the existing plans and initiatives, and various partners and their roles, including Copacino Fujikado, Madden Media, and PB&.

## QUALIFICATIONS

- At least ten years of experience marketing tourism assets with demonstrable experience in consumer marketing, global trade development, and digital and social media.
- At least five years of experience leading a significant-sized marketing team.
- Technical skills and experience in media planning, marketing domestic and international travel, multi-channel advertising, website development, market research, and segmentation.
- Destination or Experiential Marketing experience is preferred.
- Advertising Agency and/or Digital/Social Media Agency experience are desirable.
- Proven ability to lead people, motivate high-performance teams, and get results through others.
- Demonstrated competency in problem analysis, research, and problem resolution at both a strategic and functional level.
- Strong customer and project management orientation.
- Excellent interpersonal and communication skills, including presentation skills.
- Travel roughly 10-15%.

## KEY CHARACTERISTICS

- |                 |              |               |                          |
|-----------------|--------------|---------------|--------------------------|
| • Collaborative | • Engaging   | • Imaginative | • Trend-setter           |
| • Confident     | • Inclusive  | • Developer   | • Listener               |
| • Creative      | • Strategist | • Diplomat    | • Entrepreneurial spirit |
| • Presenter     | • Passionate | • No ego      | • Risk taker             |
| • Influencer    | • Bold       | • Curious     | • Trustworthy            |



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

**SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.**