

# CHIEF MARKETING OFFICER

---

Explore Tualatin Valley | Beaverton, OR







# EXPLORE TUALATIN VALLEY

Our Tualatin Valley experience is locals who love to meet visitors and talk about their passions. You'll find great conversations about berry farming, cycling, antiques and collectibles, and of course, winemaking. Whatever your curiosity, you'll find a warm welcome and friendly faces. We offer world-class wines with activities from cycling to tax-free shopping with easy access from Portland and the Coast.

What is Tualatin Valley? Geographically speaking, Tualatin Valley is the heart of Oregon's Washington County, just outside of Portland. The Tualatin River runs through the valley with the Tualatin Mountains—also known as the “West Hills,” which is a natural border between the Tualatin Valley and the city of Portland—creating a north and east border for the region, and the Chehalem Mountains to the south. Tualatin Valley is lucky enough to be a part of the Northern Willamette Valley, which makes for rich soil and diverse winemaking opportunities.

## History

Historically speaking, Tualatin Valley is grounded by the Native Americans and Oregon Pioneers who first called this fertile land home. The region's namesake comes from the hunting-and-gathering Atfalati tribe (also known as the Tualatin tribe) of the Kalapuya Native Americans who lived in villages peppered throughout the valley. In the mid-19th Century, Oregon Pioneers came to the land and began calling it the “Tuality Plains.”

Over the years, Tuality Plains has evolved into the name of the Tualatin Valley. Today, whether you hear the Tuality Plains, Northern Willamette Valley, or Oregon's Washington County, know that all of these monikers are synonyms for Tualatin Valley.

## Cities & Towns of Tualatin Valley

More than a dozen cities to explore, each with its own charm and personality. Tualatin Valley has more than a dozen cities, towns, and neighborhoods, each with its own flair and style. From bustling urban centers to quaint rural communities, our cities, towns, and neighborhoods provide visitors with authentic flavors of Oregon life.

[Aloha](#) [Banks](#) [Beaverton](#) [Bethany](#) [Cornelius](#) [Durham](#) [Forest Grove](#) [Gales Creek](#) [Gaston](#) [Helvetia](#)  
[Hillsboro](#) [King City](#) [North Plains](#) [Scholls](#) [Sherwood](#) [Tigard](#) [Tualatin](#) [Wilsonville](#)



## Things to Do

Tualatin Valley beckons travelers with a wealth of enriching experiences. From exploring scenic nature reserves and savoring exquisite wines at local vineyards to indulging in farm-to-table dining and cultural discoveries, Tualatin Valley offers a diverse array of activities for every visitor to enjoy.

[Arts, Culture, and Museums](#) [Farms, Markets and Agriculture](#) [Indoor Attractions](#)  
[Meet Our Outdoors](#) [Shopping](#)

## About Explore Tualatin Valley

The Washington County Visitors Association (dba Explore Tualatin Valley) is a non-profit destination marketing and destination development organization (DMO) which markets Washington County, Oregon, as a tourism destination. Part of the Explore Tualatin Valley's role is to identify and market to out-of-area-visitors, with the mission to increase overnight visitation in Washington County.

Visitors to Washington County include business, leisure, and group travelers, meetings, sports and event planners, and tour operators, among others. As a DMO, the WCVA is charged with reaching these audiences via marketing outreach, which includes advertising, public relations, online marketing, and social media, tourism research and other activities, as well as stakeholder and tourism development, group tour and tourism sales, sports sales, and more.







## POSITION SUMMARY

The Chief Marketing Officer (CMO) has the primary responsibility of proactively devising and executing a comprehensive marketing, branding, and communication strategy aimed at enhancing awareness and driving demand for overnight and day visitation to Washington County, Oregon. Operating under the guidance of the President & CEO, the CMO assumes leadership of the marketing and communications team, holding a pivotal role as the organization's second-in-command.

The CMO oversees marketing initiatives for Explore Tualatin Valley which will include Washington County's Westside Commons, encompassing the Wingspan Event Center and Fairgrounds. With the task of refining and enriching a consistent Explore Tualatin Valley Brand, the CMO strives to elevate awareness of the Tualatin Valley destination across local, regional, national, and International platforms.

This role demands demonstrated expertise in utilizing data to evaluate success and make informed, data-driven decisions, drawing from both internal sources and contracted partners, and actively reporting achievements. The CMO will adeptly understand and work with data-driven success metrics from public relations, paid and earned media, and social influencers.

The CMO must excel in social and digital marketing and be proficient in leading the use and creation of images and videos. Furthermore, the CMO must possess the skills to effectively organize and execute synchronized campaigns tailored for diverse audiences. The ideal candidate will have exceptional organizational and communication skills, coupled with proficiency in project management and related systems. They will embody a competitive spirit, striving to execute creative and award-winning campaigns in a competitive environment and be comfortable leading in a fast-paced setting.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Support, develop, train, and supervise marketing and communications staff.
- Collaborate with the leadership team to cultivate a positive workplace culture.
- Develop and execute a comprehensive marketing and communications plan to promote Tualatin Valley across various channels, including digital, print, social media, video, and photography, aiming to attract overnight and day visitors with measurable success.
- Implement a strategic media and public relations plan to generate measurable earned and paid media promoting Tualatin Valley.
- Execute a social media plan to promote our destination on social media platforms, achieving measurable performance results.
- Implement a consistent communications plan to regularly update stakeholders, partners, and governmental officials.
- Ensure that the organization's website representation of Tualatin Valley meets state-of-the-art performance benchmarks accepted by the industry.
- Establish and implement a uniform brand strategy consistently represented across all promotional channels.
- Prioritize marketing and communications projects, prepare budgets, and allocate resources accordingly.
- Prepare and present regular reports and presentations on marketing metrics for the CEO, Board of Directors, and Stakeholders.
- Conduct market analysis to identify challenges and opportunities for growth.
- Source and manage marketing and communications vendors and contractors.
- Partner and collaborate with state, regional, national, and international partners to leverage Tualatin Valley's presence with customers, media, and stakeholders.
- Proactively fulfill requirements as outlined with the organization's tourism contract with Washington County, Oregon.

## QUALIFICATIONS

- Proven work experience in senior marketing roles such as VP of Marketing, Marketing Director, or similar positions.
- Demonstrated success in designing and executing effective marketing campaigns.
- Proficiency in SEO, web analytics, and Google AdWords.
- Familiarity with CRM software and digital marketing tools and techniques.
- Strong leadership abilities to guide and motivate teams.
- Excellent verbal and written communication skills.
- Proficient in analytical methods and project management.
- Possesses a strategic mindset and ability to make informed, high-level decisions.
- Bachelor's degree in marketing, communications, or a related field.
- Capable of lifting and carrying up to 40 lbs.
- Holds a valid driver's license.

## KEY CHARACTERISTICS

- Proactive
- Self-starter
- Results-oriented
- Creative and innovative
- Likable
- Professional
- Strategic
- High attention to detail

## TOP PRIORITIES

1. Continue to build destination awareness and the Explore Tualatin Valley brand.
2. Establish deliverables and metrics for each campaign and marketing initiative.
3. Begin brand discovery for messaging for small market meetings and sports.
4. Develop and implement campaign management strategies.



**Nicole Newman**

Vice President

SearchWide Global

info@searchwideglobal.com

Direct: 951.640.3745

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

**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.**