



VICE PRESIDENT OF MARKETING

Visit Wichita | Wichita, Kansas





Wichita

— Kansas —

In Wichita, Kansas, you'll find a unique blend of friendly hospitality and a forward-thinking attitude. Traditional family-oriented values combine with ambition, innovation and aspiration to create a city that offers amazing experiences delivered with a big Wichita welcome. Located in the Heart of the Country and at the crossroads of innovation and history, Wichita has played a pivotal role in the nation's aviation heritage and is a place where individual entrepreneurial dreams are encouraged and realized, all while taking time to extend a neighborly hand to friends and visitors alike. We honor the past while passionately building a bright future, offering new, exciting experiences with Midwest hospitality. At its core, Wichita is a [city of heart](#). A city of kindness where all are welcome.

Wichita is the largest city in the state of Kansas and the 48th-largest city in the United States, with a population of more than 389,000. The estimated population of the Wichita metropolitan area is 650,000.

Wichita was established in 1870 by 123 men and one woman, who happened to be the mother of the infamous outlaw Billie the Kid. The city began as a trading post on the [Chisholm Trail](#) in the 1860s and subsequently became a key destination for cattle drives traveling north from Texas to access railroads, earning it the nickname "Cow town."

The city transformed into a hub of aircraft production and became known as "[The Air Capital of the World](#)." Beechcraft, Cessna, and other firms, including Bombardier Learjet, Airbus, and Spirit AeroSystems, continue to operate design and manufacturing facilities in Wichita, and the city remains a major center of the aircraft industry.

Today, you'll find Wichita has evolved into a vibrant, multicultural city with many new [eateries](#), [distinct districts](#), [specialty shops](#), [breweries](#), and outdoor spaces.



THINGS TO DO

Wichita is home to many exciting attractions and museums, including one of the top 10 largest zoos in the United States and the state's most-visited outdoor attraction, the Sedgwick County Zoo.

[Arts & Entertainment](#) [Family Fun](#) [Shopping & Lifestyle](#) [Nightlife](#) [Sports](#) [Outdoor & Wildlife](#)

[Wichita Hotels](#) - From luxurious downtown city views to quiet suburban suites, Wichita has more than 8,100 hotel and motel rooms for every type of traveler. Seven are [full-service convention hotels](#) - including the Hyatt Regency Wichita connected to Century II Performing Arts & Convention Center - and 34 area hotels have spaces ranging from board rooms to large meeting venues.

[Meeting Planning](#) - Wichita, the center of Midwest hospitality, offers unique locations for meetings. We're centrally located with close proximity to many major U.S. cities. Recently ranked #3 on USA Today's list of 10 Best Small Airports, [Wichita Dwight D. Eisenhower National Airport](#) is serviced by all major air carriers with easy nonstop flights into the city. From as far west as California and Washington, northeast to our nation's capital, and southeast to Florida, travelers can arrive in the Air Capital of the World nonstop from 16 U.S. cities.

[Meeting Facilities in Wichita](#) - With more than 8,000 hotel rooms and over 240,000 square feet of exhibition space in our convention center, Wichita offers everything you need to plan smart - at Midwestern prices.

[Wichita Flag](#) - The Wichita flag has become a sign of passion, pride, and partnership, creating the backbone of what it means to be from Kansas. Thick red and white stripes from the path to and from a destination. The blue sun wrapped around the hogan captures the spirit of Wichita, a home away from home.

[Travel Tools](#) - Six million visitors come to Wichita each year to explore our museums, attractions, entertainment, shopping, and 1,200-plus restaurants. Wichita has something for everyone. Find information on [local weather](#), [transportation](#), and [history](#) along with resources like [itineraries](#), an interactive map as well as [Deals 'n Discounts](#) and the [Explore Card](#) discount program.

[Sports Planning](#) - Sports thrive in Wichita. We offer everything from pro sports and college events to youth competitions and amateur matches. The diversity of world-class [sports facilities](#) and our passion for sports make Wichita an ideal place to host sporting events.

Several big-scale events we've hosted in recent years include NCAA Men's Basketball Championship, NCAA Women's Basketball Championship, U.S. Figure Skating Midwestern-Pacific Coast Synchronized Skating Sectional Championships, The Basketball Tournament, US Bowling Congress Women's Championships, US Youth Sports National Presidents Cup.

In addition to the variety and caliber of sports facilities and [Sports Planning Services](#) we offer, fans get excited about experiencing everything from behind-the-scenes animal encounters and innovative breweries to concert venues and multiple shopping districts.



ABOUT VISIT WICHITA

Visit Wichita is a nonprofit organization dedicated to bringing Visitors to Wichita. Our mission is to show the world just how great Wichita is, to bring visitors to our city in the Heart of the Country, and ultimately, to create jobs and make Wichita an even better place to be.

We enjoy collaborating with each other and working as a team, but we are also self-motivated to deliver outstanding results. We have been deliberate in building an outstanding organizational culture. We listen to our team members and implement programs that enhance our employees' quality of life. We work a 9/80 schedule, allowing half the team to be off every other Friday. We have a dog and child-friendly office. We celebrate wellness with numerous programs. We are generous with PTO because we know some of the best ideas happen when you are exploring destinations or being a visitor in our own city. We love what we do, and we are great at it.

- **Vision:** Elevate Wichita as a must-experience Midwest destination.
- **Mission:** Grow the travel and tourism economy of Wichita.
- **Visitor Promise:** Visit Wichita provides the most comprehensive on-demand destination information and advice.
- **Partner Promise:** Will create opportunities to connect visitors to business and provide education to partners.
- **Core Values:** Do the Right Thing, Integrity, Deliver Results, Trust Each Other, Have Fun.

[Community & Partners](#) - Information about municipal governmental services, Chamber of Commerce, and more.

[Services](#) - We are prepared to assist convention-holding organizations with all aspects of planning a successful convention.

[Visitors Guide](#) - The Official Wichita Area Visitors Guide is a free publication provided by Visit Wichita.

For more information [about Visit Wichita](#), go to [VisitWichita.com](#).





POSITION SUMMARY

Are you ready to take the next best step in your career?

Would you like to join a team of excited, dedicated, incredibly talented professionals?

You've found your opportunity - Visit Wichita is looking for a Vice President of Marketing to join our expert team!

A LITTLE ABOUT YOU...

You are passionate about marketing and the travel and tourism industry. You are positive and love mentoring and lifting up your team members. You are a motivator. You are a problem solver by nature and look at every challenge as an opportunity. You are an avid learner and pride yourself on keeping up with marketing and technology trends. You are a visionary and have extensive experience creating and executing compelling marketing plans and advertising programs. You have worked with outside advertising/digital/social/public relations media agencies and relish playing the quarterback role in coordinating the efforts. You have experience creating KPIs and tracking results. You have a strong research background and understand the importance of making data-based decisions. You are excited about moving to Wichita and immersing yourself in the community to learn everything there is to see and do. The idea of joining an organization that values its employees and the opportunity to lead a group of outstanding marketing professionals excites you beyond belief. If this sounds like you, then we want to meet you!

THE ROLE

Lead the strategy development, planning, coordination, and implementation of all activities of the Marketing Division to build overnight visitation and grow the economic impact of the tourism industry in Wichita. The Vice President of Marketing oversees the division, which currently is comprised of the following team members: Director of Branding and Graphic Design, Director of Public Relations, Public Relations Manager, Social Media and Digital Content Manager, Website Content Marketing Manager, and Marketing Coordinator. In addition, this role oversees our digital agency, social media agency, public relations agency, and traditional media agency. The Vice President of Marketing reports directly to the President & CEO.

ESSENTIAL FUNCTIONS

- Lead the marketing plan development for both leisure and group markets in collaboration with marketing staff, sales staff, and digital agency, a social media agency, and media agency.
- Oversee strategy development, media plan development, advertising purchases, website development/maintenance, public relations, and social media efforts.
- Leverage market research and data analytics to make recommendations and to measure success as well as oversee the data analytics agency to mine actionable insights. Proactively seek out research and create annual research plan, that will provide insights to marketing Wichita. Supervise ongoing market research and relevant analysis, as it relates to the local tourism economy and national tourism trends.
- Create a divisional budget and operate the division within budget parameters.

ESSENTIAL FUNCTIONS

- Collaborate closely with the Director of Branding and Graphic Design to offer strategic guidance for advertising and marketing, enabling them to ensure seamless alignment of all creative outputs with Visit Wichita's brand identity.
- Oversee agencies, ensuring all advertising recommendations and media buying strategies are on-point with the leisure and group markets to ensure key metrics are being met and key learnings are being implemented. Direct the development of the annual media plan. In addition, ensure all elements are on brand; this includes but is not limited to photography, video, and web graphics. Lead role in bi-weekly agency meetings and bi-annual all-agency performance meetings.
- Oversee development, maintenance, and marketing of the destination's website. Ensure the website is a solid extension of the brand image. Monitor the website for ease of use and overall usefulness for potential travelers. Provide ongoing insight and awareness of technology trends as they relate to destination websites and online marketing.
- Oversee management of the organization's social media efforts, with emphasis on engagement, driving website visitation, and inspiring interest in Wichita as a destination.
- Oversee the management of publicity and promotions as it relates to destination public relations. This includes PR strategy development, planning, budgeting, as well as serving as company spokesperson when needed.
- Oversee management of in-house creative including but not limited to; annual visitors guide, bid books, web graphics, sales collateral.
- Promote DEIA initiatives to ensure marketing materials reflect the diversity of Wichita and foster inclusivity for everyone.
- Create the group media plan.
- Provide monthly reporting on marketing activities and analytics.
- Ensure all public funds are used only in accordance with existing guidelines.
- Ensures all necessary reporting to all public agencies are submitted in full and on time on an ongoing basis.
- Represent Visit Wichita on local, state, and national task forces/committees/boards.

CRITICAL KNOWLEDGE, SKILLS AND ABILITIES

- Must possess a strong knowledge and understanding of marketing, advertising, public relations, website development, social media, data analysis, budgeting, and research.
- Must have strong knowledge of data platform providers in the travel and tourism industry and experience utilizing data and implementing key learnings.
- Must demonstrate a collaborative, team-oriented approach to managing the division and working with other members of the team.
- Strong interpersonal skills are essential.
- Must have strong analytical and problem-solving skills.
- Must embrace and demonstrate a continuous improvement approach to problem-solving process enhancement.
- Must have superior verbal and written skills, as well as presentation skills.



CRITICAL KNOWLEDGE, SKILLS AND ABILITIES

- Good punctuation, spelling, grammar, and attention to detail is critical.
- Must possess the ability to manage multiple projects while meeting established timelines and schedules in a fast-paced environment.
- Requires a highly organized and disciplined individual who will ensure timely follow up with senior staff, partners, and employees.
- Must possess extensive knowledge in media buying, negotiating media rates, ad placement, performance tracking, and analyzing the measured success of campaigns.
- Prefer candidates with proven experience in measuring conversion rates as a component of overall marketing success.
- Must be experienced in utilizing PR as an essential component of the overall marketing plan, with demonstrated success in securing added coverage for the destination through national media sources.

COMMUNICATION SKILLS

- Strong communication and interpersonal skills with leadership, employees, and visitors, including responses to electronic communications.
- Must work well with others.
- The ability to present clear and comprehensive oral and written reports.
- The ability to work collaboratively across all organizational departments.
- The ability to establish and maintain effective working relationships with organizational personnel, a volunteer board of directors and a wide variety of businesses and individuals within the local community and tourism industry.
- The ability to effectively supervise and evaluate the work of others responsible for defined objectives within the marketing department.

EDUCATION AND EXPERIENCE

- Any combination of education and experience equivalent to graduation from an accredited four-year college or university with a bachelor's degree in Marketing, Business Management, Communications, or related field is required. Master's degree and/or advanced certification in related fields is preferred.
- A minimum of 15 years experience in a position with similar responsibilities, including management of public relations, marketing, or advertising, including 10 years of previous supervisory/managerial experience is required.
- Experience managing a Destination Marketing Organization (DMO) advertising campaign is preferred. The ideal candidate is experienced in marketing a travel destination with proven success in growing overnight attendance using multiple marketing strategies.



EDUCATION AND EXPERIENCE

- Experience in brand-based advertising that drives measurable goals and objectives. The ideal candidate has worked with outside agencies.
- Experience in developing and optimizing web-based marketing, including website performance. Prefer experience with travel-industry websites. The ideal candidate has proven experience in leading the development and maintenance of a destination website that effectively serves both new visitors and repeat visitors while delivering measurable impact to industry stakeholders.
- Must be proficient in Microsoft Office, including but not limited to Outlook, Word, Excel, and PowerPoint.

OTHER REQUIREMENTS

- Must be willing and able to work outside the normal 8:00 - 5:00 workday hours and on weekends, as travel, events, and other aspects of the job dictate.
- A valid driver's license and access to a car.
- Must be able to comfortably lift 25 pounds.

ADDITIONAL KEY ATTRIBUTES

- A trustworthy, natural leader and team player who leads by example and loves to empower, inspire, and mentor others to help all rise and perform at their best.
- A passion for cultivating a core value-based organization.
- An individual loves analyzing the data to ensure key learnings are being implemented and benchmarks are being met.
- A superb communicator with a strong desire to share and educate stakeholders about the work being done in the Marketing Division and the value of tourism to our city.
- An individual with a strong desire to continually learn about and implement new ideas and industry best practices.
- An individual who is passionate about the travel and tourism industry and brings that enthusiasm and positive attitude to work every day.

FIRST 90-DAY PRIORITIES - MARKETING

1. Build team relationships - listen and learn from existing marketing team members about their roles, current marketing plans, opportunities, and risks.
2. Learn about our brand, brand guidelines, current creative, etc.
3. Immerse yourself in Wichita. Familiarize yourself with the destination by visiting attractions, attending events, and exploring the city to become familiar with the product.
4. Meet with a national PR agency, digital agency, social media agency, and traditional media agency to understand the strategy, the plans, and the KPIs.
5. Access and utilize existing tourism marketing data, performance metrics, and analytics. Understand the use of this information as well as reporting requirements.
6. Meet with the geolocation data provider to understand the data dashboard and research components.
7. Meet with advertising effectiveness research providers to understand ROI research components and methodology.
8. Deep dive into the budget to understand marketing budget components, what is planned for the remainder of 2024, and to begin planning for 2025.
9. Lead several key stakeholders' meetings, including the DEIA Council and quarterly Partner Summit.
10. Review the Internal Operating Plan.



Kellie Henderson

Senior Vice President

SearchWide Global

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.

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.