

VICE PRESIDENT OF PEOPLE AND CULTURE

Visit Dallas | Dallas, TX





Visit Dallas

Dallas, Texas, is an emerging global city that proudly anchors the North Texas region, the nation's 4th largest metropolitan area. This diverse and vibrant destination offers a unique combination of future-facing, innovative audacity and rich cultural heritage. Dallas radiates a maverick, can-do spirit, expressed in a thriving arts and culture scene, iconic sports, creative culinary experiences, and warm and welcoming hospitality.

Dallas is a rising star—a bold city that takes big swings with a signature combination of future-facing, innovative audacity and rich cultural and urban heritage. Welcome to Dallas, a city brimming with a hyper-original can-do, can-be vibe, where we invite you to be your best, boldest, and most fearless self.

[Attractions](#) [Arts & Culture](#) [Family Fun](#) [Nightlife](#) [Outdoors & Sports](#) [Shopping](#)
For more information, click [here](#).

Dallas' many neighborhoods and entertainment districts have everything you can imagine for an exciting and diverse visit. From family-friendly offerings and quaint settings to vibrant nightlife and exciting atmospheres, you can do and see it all in Dallas' various neighborhoods and surrounding cities. Explore Dallas neighborhoods [here](#).

About Visit Dallas

Visit Dallas is an independent, not-for-profit sales and marketing organization that promotes Dallas as a premier destination for leisure and business travel. Contracted by the City of Dallas, our collective efforts generate economic impact, jobs, and state and local tax revenues, which benefit our community and improve the quality of life for all who live, work, and play here. Visit Dallas also encompasses the Dallas Sports Commission and the Dallas Film and Creative Industries Office.

Our efforts have significantly increased awareness of Dallas locally, nationally, and internationally and have resulted in Dallas being recognized as one of the top convention destinations in the nation and the number one visitor destination in the state of Texas.

Total Budget: 54 million.

18M from Occupancy Tax, 21M from TPID (Tourism Public Improvement District), and 10-15M from the Texas Event Trust Fund.



POSITION SUMMARY

The Vice President of People and Culture will report to the President and CEO and will help lead and develop a plan for staffing and talent strategy, internal communication processes, performance management, and leadership/professional development. Additionally, the Vice President of People and Culture will drive a strategy to support efforts to attract, develop, and retain a diverse workforce and encourage innovation, learning, and cross-cultural collaboration.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Oversee the HR operation for 70 full-time and 12 part-time team members.
- Partner with department heads to determine staffing strategies and implementation plans to identify talent within and outside the organization.
- Create and execute HR strategies and policies that align with company objectives.
- In partnership with a 3rd party HR administrator, oversee and administer:
 - Recruiting, interviewing, hiring, and onboarding.
 - Providing backup documentation for payroll administration.
 - Assisting with benefits administration (Medical, Dental, 401k, etc.)
 - Ensuring policies and procedures are accurate and compliant.
 - Managing performance management process.
 - Supporting the execution of Worker's Comp Annual Payroll Audit and Payroll Taxes.
 - Billing for medical, dental, vision, life insurance.
- Advise employees, managers, and leaders on complex HR issues such as employee concerns, disciplinary meetings, terminations, and investigations in a compliant and professional manner.
- Partner with legal counsel to review and update employee policies, procedures, handbook, and other related guidelines in accordance with federal, state, and local employment laws.
- Support Diversity, Equity, and Inclusion initiatives to encourage a diverse workforce.
- Ensure compensation practices provide for internal equity and competitive market positioning for optimal recruitment and retention goals.
- Manage annual incentive plan process to track and store backup documentation for end-of-year payout.
- Oversee the performance management process to include goal setting, coaching, performance management, investigations, and execution of the annual performance appraisal process.
- Continuously assess the competitiveness of all programs and practices against comparable companies (DMOs), industries, and markets.
- Responsible for keeping staff roster and organizational chart updated as needed.
- Partners with department heads to assist with staff development, training, and succession planning.
- Manage the HR budget monthly to ensure timely and accurate data for the CFO/CEO.
- Support the Culture Resource Group (ERG) to encourage community engagement, DE&I initiatives, and team engagement.
- Foster a positive workplace and employee experience; serve as an ambassador for company culture.

QUALIFICATIONS:

- A Bachelor's degree in Human Resources Management, Business Administration, and/or a combination of education and relevant experience.
- 10+ years of HR management.
- SHRM-SCP or SPHR Certified or Masters in HR Management is required.

- Proven expertise working with employee relations issues that may involve complex situations; identifying the nature and scope management-employee relations concerns, corrective actions, performance management, and related employee matters; and ensuring issues are properly handled and resolved.
- Strong business judgment, influencing skills, direction, and integrity.
- Proven track record with HRIS/Payroll systems (preferred ADP Workforce Now), time management and HR technical skills.
- Strong written and verbal communication skills, with articulate presentation and facilitation skills.
- Good understanding of the Hospitality Industry and the Dallas business community.

KEY CHARACTERISTICS

- Good listener
- Strategic
- Problem solver
- Developer
- Engaging
- Visionary
- Collaborative
- Team spirit
- Culture driven
- Influencer
- Authentic

TOP PRIORITIES

- Bring the Visit Dallas culture expressed as C.R.E.A.T.E.S to life.
- Revamp Visit Dallas's onboarding and everboarding processes.
- Become a strategic partner with the C-Suite leaders.
- Strategically look at ways to enhance employee experience.



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

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.