

VICE PRESIDENT OF MARKETING

Destinations International | Remote





Who We Are

As the global trade association for official destination organizations and convention and visitor bureaus (CVBs), Destinations International protects and advances the success of destination marketing worldwide. Destinations International's membership includes over 700 official destination organizations with more than 7,500 individuals in over 22 countries that command more than \$2 billion in annual budgets. As the world's largest and most reliable resource for destination organizations, we inform, connect, inspire, and educate our members with the goal of driving destination economic impact, job creation, community sustainability, and quality of life through travel.

Our Purpose

We believe that destination organizations positively impact local communities as a dynamic place to visit, live, and work. As such, Destinations International, the global association for destination professionals, elevates tourism by educating, equipping, empowering, and connecting its members to better fulfill their missions and achieve positive results around the world.

Pillars

COMMUNITY: Destinations International fosters a strong, global community of professionals and promotes the exchange of information, knowledge, and best practices. Our over 800 member organizations and strategic partners from across the globe connect to exchange knowledge and best practices and network with each other to help their individual communities thrive.

PROFESSIONAL DEVELOPMENT: We are the definitive resource for professional development within the destination marketing and management industry. We offer ongoing educational opportunities both in person and online and are committed to providing professional development and lifelong learning for our members.

DESTINATION TOOLS: Destinations International offers a suite of products built on best practices, insights, and research. We work to raise the effectiveness of destination organizations, increase relevancy among the destination's community, raise the level of professionalism through accreditation, and provide actionable best practices and strategies for the sustainable success of destinations.

ADVOCACY & RESEARCH: Destinations International is the collective voice of destination organizations, empowering destinations on issues big and small. We strive to be champions for our members and recognize the importance of keeping our members abreast of the challenges and opportunities presenting themselves in the marketplace.

Service Standards

- We deliver value at every level of our members' organization.
- We provide the most sophisticated and focused professional development for destination organization professionals in the world.
- We host the most comprehensive and accessible networking events in the industry.
- We create the industry's most trusted tools to bolster our members' impact on their communities.
- We provide inspiration and tools, and professional development for our members to advocate on their own behalf and of the industry as a whole.
- We stay focused on the travel industry's big picture without sacrificing the details important to the entry-level destination organization professional.



POSITION SUMMARY

The Vice President of Marketing is responsible for the strategic development and implementation of all marketing initiatives for Destinations International (DI). This role oversees the planning, coordination, and execution of the organization's marketing strategies to ensure the timely and effective delivery of various campaigns and projects. Initiatives will advise and facilitate engagement opportunities for partners and members, promote DI products, tools, and resources, and market the various DI events and professional development programs. This position will also work collaboratively with the Vice President of Communications to position DI as an industry thought leader across the globe. This position is a member of the DI Leadership Team, responsible for working with all departments and team members, with a direct impact on all aspects of the organization.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop and oversee the execution of strategic, multi-channel marketing plans.
- Oversee brand management of Destinations International.
- Oversee marketing agency relationships.
- Oversee all digital assets and platforms, including website, social media, and online community.
- Develop and deliver enhanced engagement channels for partners and members.
- Liaise with the Advocacy team on content development and delivery.
- Act as liaison for relevant Committee meetings and initiatives, including the Marketing Professionals Task Force.
- Develop and oversee all marketing efforts to drive event attendance, as well as product and professional development sales.
- Oversee DI's social media strategy.
- Serve as the staff liaison to help develop content for the annual Marketing & Communications Summit.
- Work to enhance and further the culture to create a positive and transparent communication and exchange of ideas that contribute to a safe, healthy, diverse and harmonious work environment.
- Lead and mentor marketing communications team members.

EXPECTED COMPETENCIES

- The ability to collaborate, advocate, and communicate across all internal departments.
- Strong analytical, problem-solving, and critical thinking skills.
- Excellent project management skills and ability to work on multiple projects simultaneously.
- Excellent written, editorial, and verbal communication/presentation skills.
- The ability to manage multiple tasks independently, meet deadlines, and adapt to unforeseen circumstances.
- Proven ability to speak in Public and serve as a spokesperson for Destination International's positions and the organization as a whole.
- An entrepreneurial spirit and collaborative and open work style.
- Understanding the dynamics of a membership or association-style organization.
- The ability to meet scheduling requirements and maintain an excellent attendance record.
- Competency in Microsoft Office, including Word, Excel, PowerPoint, Outlook, and Zoom/Microsoft Teams.
- This role will require up to 25% (15-20 nights per year) of travel time and may include international travel. Individuals must have a valid driver's license and current passport and be able to travel via plane, train, or automobile.

DESIRED EDUCATION AND EXPERIENCE

- A Bachelor's Degree in business, marketing, or related field is preferred.
- 5+ years of Marketing Leadership experience.
- Experience in association, hospitality, membership/partnership, sales training, or direct destination marketing experience is a plus.
- A proven track record of achievement of marketing goals and experience working with a Board of Directors is preferred.
- Certified Destination Management Executive (CDME) and/or Certified Association Executive (CAE) is a plus.
- Prior DMO/CVB, Association, or other travel and tourism experience.
- Global association or tourism experience is a plus.

WORK ENVIRONMENT

Destinations International is a remote-first organization with a headquartered office space located in Washington, D.C. The Collaboration of team members includes virtual and in-person meetings.

Destinations International operates Monday – Friday, 8:30 am – 5:00 pm based on the time zone where the employee resides in however, organization communications time in EST. On occasion work or travel will be required outside of business hours including weekends and/or evenings.



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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.

