

CHIEF FINANCIAL OFFICER/CHIEF OPERATING OFFICER

Monroe County TDC/Visit Florida Keys | The Florida Keys





The Florida Keys & Key West

— come as you are —

The [Florida Keys](#) — the continental United States' southernmost island chain — are characterized by a subtropical climate, natural beauty, and a uniquely laid-back atmosphere that seems to be a world away from big cities and everyday cares.

Beginning just south of Miami, the Florida Keys are divided into five regions: Key Largo, Islamorada, Marathon, Big Pine and the Lower Keys, and Key West. Each region has its own special flavor, attractions and museums, historical and cultural offerings, flora, fauna, restaurants with local seafood and other specialties, fishing, diving, watersports and boutique-type shopping experiences.

The islands are connected by the Florida Keys Overseas Highway's 42 bridges — one almost 7 miles long — over the Atlantic Ocean, Florida Bay, and the Gulf of Mexico. The coastal waters of the entire 125-mile-long island chain are designated the [Florida Keys National Marine Sanctuary](#), which protects the continental United States' only living barrier coral reef as well as shallow-water flats and mangrove islets.

Keys residents who live among the island chain's natural wonders are committed to protecting and nurturing them. Many impart their earth-friendly mindset to visitors, encouraging them to share the local passion for conservation while having memorable vacation experiences.

OUR ISLANDS

[Key Largo](#): The longest island of the Keys chain, Key Largo shares its name with the famous movie starring Humphrey Bogart and Lauren Bacall, portions of which were filmed there. Today, visitors can take a ride on the African Queen, the actual boat he skippered in the movie of the same name.

[Islamorada](#): Islamorada is the centerpiece of a group of islands sometimes referred to as the "Purple Isles." Measuring 20 miles long and, in some places, barely 150 feet wide, the community encompasses Plantation, Windley, and Upper and Lower Matecumbe keys.

[Marathon](#): Marathon is a renowned boating and family destination and is centrally located between Key Largo and Key West. Marathon is home to Crane Point, a 63-acre land tract that is an important historical and archaeological site and was once the location of an entire Native American village.

[Big Pine Key and the Lower Keys](#): For more than 60 years, the region of Big Pine Key and the Lower Keys from the west end of the Seven Mile Bridge to Stock Island has advocated the responsible use and preservation of the vast natural wonders found there. That focus on the environment has earned the region the title of the Natural Keys.

[Key West](#): Key West is the final stop on the Overseas Highway, where the land ends and meets the sea amid 19th-century charm and contemporary attractions. Continental America's southernmost city, situated closer to Cuba than to Miami, is characterized by quaint palm-studded streets, century-old mansions, and a uniquely relaxing way of life.

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

The mission of the Monroe County Tourist Development Council (TDC) is to manage tourism marketing efforts of the Florida Keys & Key West to ensure long-term economic stability resulting from visitor-related revenues. The TDC pledges to benefit residents and visitors by utilizing those financial contributions to improve the Florida Keys' environmental and community resources. The tourism council also prioritizes enhancing residents' quality of life and minimizing their property taxes by safeguarding the health of the county's primary industry.

Visit Florida Keys seeks a dynamic and experienced Vice President of Administration and Legal Compliance CFO/COO to join our leadership team and play a critical role in ensuring compliance, mitigating risk, effective administration and strong legal financial support for our operations. Visit Florida Keys contracts with Monroe County to provide an executive office for the Monroe County Tourist Development Council (TDC) and tourism promotion of the Florida Keys. The TDC is an advisory Board to the Monroe County Board of County Commissioners (BOCC). The TDC makes recommendations to the BOCC on how to spend tourism development tax (TDT) revenues collected in Monroe County, FL, which includes developing and executing effective marketing, sales, and community engagement strategies as well as providing strategic leadership for and oversight of every aspect of the organization's operations. VFK's annual budget is fully funded by TDT dollars. This leader will report directly to the CEO, who reports to the nine-member VFK board of directors. The VFK board is comprised of the TDC members appointed by the BOCC. The CEO and the senior leadership team provide the vision and leadership required to sustain the Florida Keys & Key West as Florida's premier travel destination and enhance the county's economic welfare.





POSITION SUMMARY

This role will provide an exciting opportunity to lead administrative, operational, compliance, and financial operations. The CFO/COO will oversee all financial aspects and play the leading role in managing legal, compliance, and administrative functions, ensuring smooth operations and strategic alignment with organizational goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Compliance

- Serve as the legal liaison providing guidance on compliance, contracts, employment law, risk management, and governance.
- Work with the Monroe County Attorney's Office and outside legal counsel on relevant legal matters.
- Ensure compliance with Financial and Purchasing Policies as approved by Monroe County including collaboration with Monroe County Office of Budget Management and the Clerk of the County.
- Ensure organization policies comply with federal, state, and local laws.

Financial Leadership and Strategy

- Develop and actively manage the budget, budget transfers, and any needed budget amendments.
- Lead financial strategy, planning, and management for TDC.
- Oversee financial policies, procedures, and internal controls to ensure regulatory compliance and asset safeguarding. Refine policies as needed.
- Supervise purchasing, accounts payable, payroll, and general ledger functions.
- Prepare and present regular, transparent financial reports to both internal and external stakeholders.
- Manage and oversee event and capital grant applications and reimbursement.

Administrative and HR Leadership

- Oversee human resources, including recruitment, onboarding, performance management, and benefits administration.
- Lead administrative functions to ensure efficient operations.
- Mentor and develop teams in finance, legal, and administration.

Strategic Partnerships and Leadership

- Collaborate with executive leadership to support strategic, marketing, and management plans.
- Oversee IT and operational strategies to align with organizational goals.

Risk Management and Sustainability

- Identify legal risks, develop mitigation strategies, and ensure organizational sustainability.
- Coordinate with external partners for funding compliance.

QUALIFICATIONS AND EXPERIENCE

- A bachelor's degree in Accounting, Finance, Law, or a related field is required.
- Minimum of 10-15 years of financial, operational, and administrative management experience with a proven growth record of increasing responsibility.
- Legal experience, particularly in contracts, is beneficial.
- Excellent leadership and communication skills, with experience managing diverse teams.
- Strong problem-solving abilities, attention to detail, and a commitment to ethical leadership.
- Experience in government policy, nonprofit, or public-sector organizations.
- Knowledge of government or nonprofit accounting standards.
- Certification in human resources management is a plus.

KEY CHARACTERISTICS

- Entrepreneurial
- Approachable
- Politically Astute
- Adaptable
- Detail Oriented
- Professional

TOP PRIORITIES

- Become familiar with the organization and finances.
- Collaborate with the existing consulting team to build out new processes and hire a team as recommended.
- Address the risk management assessment recommendations.



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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.