



VICE PRESIDENT OF MARKETING

Visit Virginia Beach | Virginia Beach, VA



Virginia Beach

LIVE THE LIFE

There is no “beach season” here. In Virginia Beach, every day is the perfect day to stretch your legs – and your imagination. Slow down, breathe the fresh air, taste nature’s bounty, make new friends and spend quality time with family. In Virginia Beach, our locals Live the Life every day. In fact, we can’t wait to share our way of life with new friends. It’s no secret that we are known as one of the happiest communities in the country. Exciting moments are part of everyday life here. And sharing that excitement and building lasting memories by connecting with other people is what we do best. We’re happy, so our smiles are genuine.

Life here is good because of all the natural beauty that surrounds us perfectly paired with a flourishing local culinary scene, rich history, a variety of arts and entertainment and family-friendly attractions that keeps our locals and visitors entertained year-round. Our unique districts are open and thriving year-round. From the lively Oceanfront area to remote Sandbridge beach, the calming Chesapeake Bay to bustling Town Center, or the eclectic Vibe creative district to our surrounding inland areas, your well-earned Virginia Beach vacation awaits you.

[Attractions](#) [Beaches & Districts](#) [Events](#) [On The Water](#) [Outdoor Activities](#) [Pet-Friendly](#) [Shopping](#)
[Spas, Health & Wellness](#) [Sustainable Virginia Beach](#) [Things To Do](#)

About Visit Virginia Beach

We are the official destination marketing organization for Virginia Beach. The Virginia Beach Convention & Visitors Bureau (CVB) is responsible for promoting year-round leisure, business, meetings and conventions, international and sports travel to Virginia’s most populous city. Virginia Beach also is the number one vacation destination in Virginia. As the official destination marketing organization for the coastal city, the Virginia Beach CVB is responsible for ongoing advocacy for the tourism and hospitality industry – which is one of Virginia Beach’s largest industries. To drive tourism revenue that powers our local economy, the Virginia Beach CVB also focuses on attracting tourism product development to ensure our destination stays competitive.





POSITION SUMMARY

The Vice President of Marketing is responsible for assisting the Director of Convention and Visitor Development in the overall management and supervision of comprehensive marketing programs for the maintenance and expansion of the City's domestic and international meeting/convention, participatory sports, leisure and/or group travel markets in order to increase convention and visitor expenditures, tax revenues and employment. Strategically lead team(s) of tourism professionals to develop appropriate budgets and achieve sales related to each targeted market segment.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Plan, direct and supervise the execution of leisure/group marketing and communications efforts to increase meeting/convention, participatory sports, leisure and/or group travel market business in order to further establish Virginia Beach as a major convention and travel destination for these markets.
- Lead and manage the internal marketing team and external partners.
- Oversee Visit Virginia Beach's contract and manage the relationship with the Agency of Record.
- Lead the Agency of Record to direct the participation, representation, and promotion of the City to stimulate additional private business and City revenue through increased tourism spending in Virginia Beach.
- Create and execute a comprehensive strategic marketing plan.
- Protect the brand and destination promotion, ensuring that Virginia Beach is promoted in an authentic, positive way.
- Collaborate with the key community stakeholders and present VVB's marketing strategy and initiatives as needed.
- Directly responsible for the coordination and administration of marketing and communications operating budgets for the meeting/convention, participatory sports, leisure, and/or group travel markets to effectively achieve all program objectives; develop marketing priorities, goals, and expected outcomes; and develop and utilize effective performance indicators and metrics to adjust strategies, goals, and expected outcomes, as needed.
- Work directly with Convention and Visitor's Bureau leadership, hospitality industry professionals and City officials to identify and effectively communicate and respond to the driving focus in the industry.
- Direct advertising and marketing plans as related to meetings/conventions, participatory sports, leisure and/or group tourism markets.
- Perform special projects assigned by the Department Director.
- Perform other job duties requiring skills, knowledge, and physical requirements as demanded by those duties described or less; Individual assignments will be determined by the supervisor based on the current workloads and department needs.

PERFORMANCE STANDARDS

Effectively direct a variety of meeting/convention, participatory sports, and/or travel-related marketing programs; skillfully manage the development and presentation of comprehensive marketing plans and operating budgets; build a high-performance team that consistently measures results against goals; perpetuate effective relationships and communications with staff, City officials, industry-related professionals and the community; actively participate with industry-related organizations whose objectives and programs contribute to overall outcomes for the community; actively participate with industry-related organizations whose objectives and programs contribute to overall outcomes for the community; and maintain City's outstanding reputation and a professional demeanor while representing and promoting the City of Virginia Beach to domestic and international leisure and/or group travel markets.

QUALIFICATIONS

- Requires a Bachelor's degree in marketing, tourism, business administration, or a related field and six years of experience utilizing the knowledge, skills, and abilities associated with fields related to hospitality/tourism/destination group sales, marketing, public relations, or comparable positions OR a combination of education (above the high school level) and experience equivalent to ten years in fields utilizing the knowledge, skills, and abilities associated with this position.
- Three years related experience in a supervisory/management role, preferably within the hospitality, convention, or tourism industries.
- Proven successes with closing large volume group travel (events with 500 or more attendees), including current knowledge of hospitality industry trends being utilized to close these events in competitive markets.
- A degree in marketing, tourism, business administration, management, or a related field.
- Current/past memberships in appropriate hospitality industry-related associations, including any applicable leadership positions.
- Knowledge of current international travel requirements.
- Proficiency with Microsoft Word and PowerPoint.

If interested in learning more about this great opportunity, please send your resume to one of our SearchWide Global Executives, Nicole Newman or Brian-Douglas Stanwood.

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.



Nicole Newman

Global Head of Destinations
SearchWide Global
info@searchwideglobal.com
Direct: 951.640.3745



Brian-Douglas Stanwood

Executive Recruiter
SearchWide Global
info@searchwideglobal.com
Direct: 303.929.9202