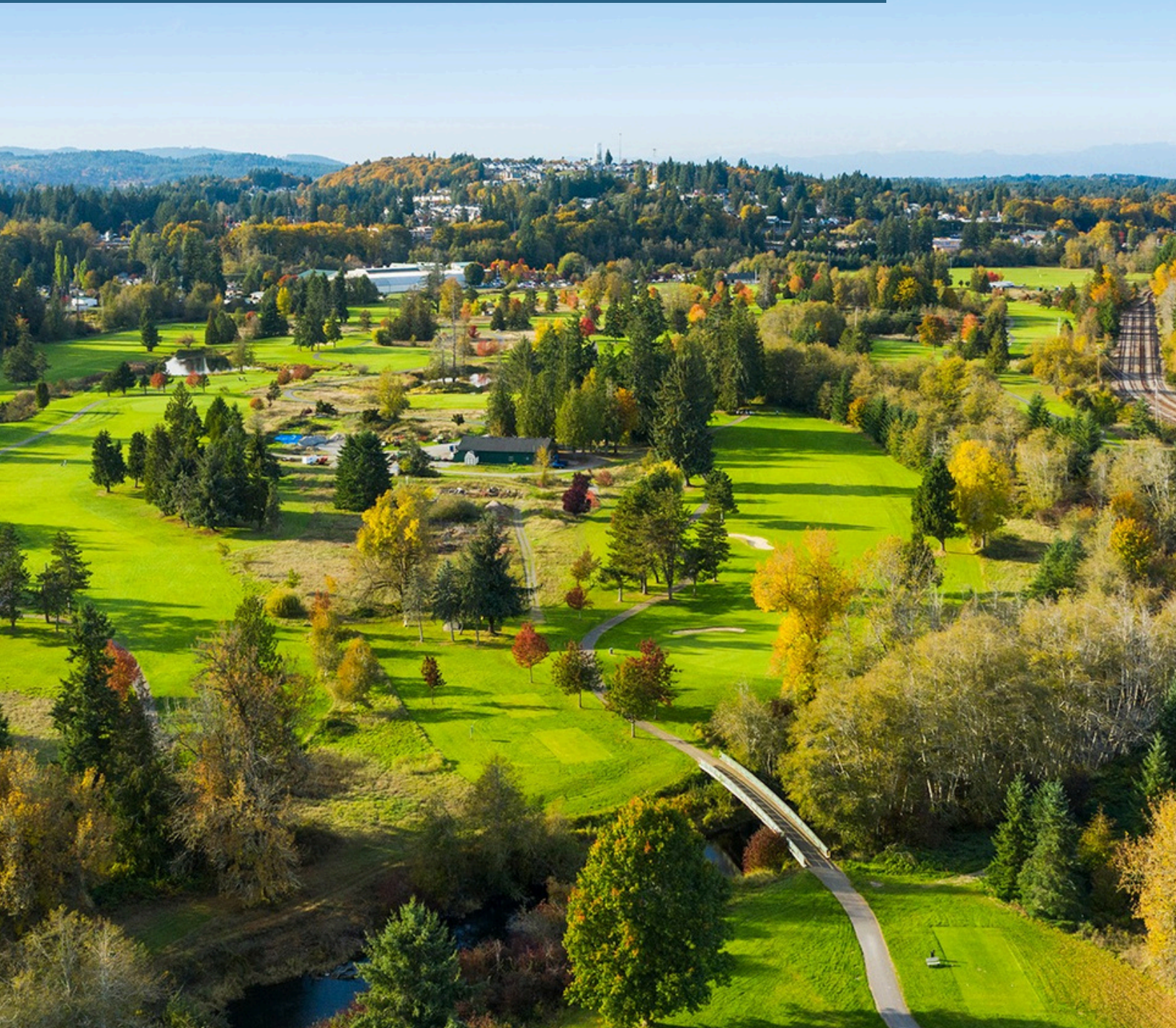


CEO

Experience Olympia & Beyond | Olympia, WA





Olympia Washington & Thurston County

Blaze your own trail

From our eclectic arts and music scene to the lush and fertile farmland of the Thurston Bountiful Byway, our makers, craftsmen, and free-spirited people welcome you to come explore the unmatched natural beauty of the South Puget Sound.

We can't wait to discover what part of us speaks to you – whether it's tasting a new cuisine, embracing your inner artist, or one-upping your greatest outdoor adventure, there's a trail here waiting just for you. Here, handcrafted is a way of life from our [farmers markets](#) to our local coffee to our small-batch [beer](#), [wine](#), and spirits.

Get rejuvenated by nature on a [hike](#) or, for the more adventurous, [paddle boarding](#) in the bay. Then take in the creativity and culture that exudes through not only our [shops](#), entertainment, and [nightlife](#), but also the people.

Olympia is in Thurston County, and is of course, Washington State's capital city. Eight other communities ([Lacey](#), [Tumwater](#), [Yelm](#), [Tenino](#), [Rainier](#), [Bucoda](#), [Grand Mound](#) and [Rochester](#)) likewise call Thurston County home as do three tribal communities, the Nisqually, Chehalis, and Squaxin tribes. For those of us who live and work here, Thurston County is ideal for a whole host of reasons, but we'll start with a few that resonate with a lot of us.

We Love the Water Here

We like living near the Puget Sound (huge source of lots of fun and incredible seafood!). We like spending time on the lakes, exploring, floating, and fishing on rivers and streams. We also happen to like rain. It isn't a secret—winters here are a little on the soggy side BUT that wet stuff makes for incredibly green, vibrant scenery that's a whole lot easier to drive in than snow. We love to grow things and all that rain makes for wild gardens and natural spaces. It also happens to feed the wealth of products grown in and around the area.

We Love Our Food and Drink

Folks in this neck of the woods are probably not going to shy away from a good meal and living this close to the Puget Sound and lots of local farms means farm to table is a way of life for a whole lot of us. The food we buy for our homes is some of the best you're going to find—from the community farmer's markets, local butcher shops, seafood markets, independent farms, and ranches. That local bounty also means we get to enjoy some truly amazing culinary fare in our restaurants when we don't feel like cooking ourselves. Our proximity—both to local sourcing and other larger cities (Seattle/Tacoma and Portland) means we also enjoy more diversity of people, and therefore more diversity of cuisine. Thurston County is also home to beer, wine, cider, and distilled spirits enthusiasts with tons of opportunities to enjoy truly handcrafted works of liquid art.

We Love Our Fresh Air & Natural Beauty

It may sound simple, but there's a lot to be said for being able to enjoy the freshness of coastal air every day with views of Mt. Rainier, misty farmlands and prairies, towering stands of oak and fir, and of course, Puget Sound. And being able to take in these simple joys each day whether we're walking our dog (yep, this place is pretty darned [pet friendly](#)), hiking through Capitol State Forest, traveling a pretty rush hour-free roadway to and from work, or from the comfort of home while working remotely—just adds to our quality of life.

Of course, there is a whole lot more to why we choose to live and work in Thurston County, but these simple things really count for a lot. That said, we know there are a lot of nuts and bolts that must fit just right when you're trying to decide whether to relocate. Click [here](#) to explore some livability resources.

About Experience Olympia & Beyond

Experience Olympia & Beyond is the official destination marketing organization for Thurston County and each of its communities. We are a small but mighty team that's 100% committed to delivering on our mission and doing so in keeping with our vision for the future and our values.

Our Mission: We reveal the most iconic Thurston County experiences for the world to discover.

Our Vision: To be known as a top travel destination in the Pacific Northwest.

Our Values:

- **Accountability** - We take responsibility for our words, actions, results, and everything in between.
- **Collaboration** - We do our best work when we recognize one another's strengths—we listen, support, and adapt together.
- **Respect** - We value diverse perspectives and treat people with dignity and professionalism.
- **Trust** - The relationships we build are rooted in our ability to instill confidence that we are experts in our field, our actions are fair, and our behavior is responsible and reliable.
- **Integrity** - Our organization is transparent and firmly rooted in the highest ethical standards.
- **Empathy** - We care about the well-being of others and show kindness and caring every day.





POSITION SUMMARY

Experience Olympia & Beyond seeks a CEO to provide leadership for the organization's staff, Board of Directors, and Thurston County tourism stakeholders. The successful candidate will be passionate about Thurston County and an expert in destination marketing, management, and stewardship. Our ideal candidate will value inclusivity, innovation and accountability, and is excited to lend their unique perspective, expertise and experience to building upon the successful legacy that Experience Olympia & Beyond (EOB) has created.

The CEO reports to the Board President and the Executive Committee in partnership with the Experience Olympia & Beyond Board of Directors. The EOB Board of Directors sets policy and strategic direction while the CEO guides staff to execute the activities necessary to successfully carry out the Board's vision. The CEO will collaborate with local, regional, and tourism-related organizations to guide, influence, and support activities that facilitate quality of life, quality of experience, and economic growth in Thurston County.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Vision & Advocacy

- Develop, guide and support the EOB staff in the implementation of the EOB annual Business & Marketing plan that aligns with the Thurston County 10-Year Destination Master Plan.
- Represent Experience Olympia & Beyond, identifying opportunities to support tourism growth while prioritizing Thurston County residents' quality of life.
- Lead and work with the Board of Directors by providing innovative and creative leadership to achieve the Bureau's goals and objectives.
- Serve as an advocate for Thurston County, Experience Olympia & Beyond, and the tourism industry with tourism stakeholders, elected officials, the private sector, residents, and the media.
- Deepen working relationships within the tourism industry, Thurston County stakeholders, and residents.
- Be an active member of relevant tourism industry organizations, including WSDMO, State of WA Tourism, Destinations International, and/or OneWest Tourism Alliance.

Financial and Administration

- Nurture and expand organizational funding sources to ensure sustainable, scalable organizational funding.
- In conjunction with VP of Finance prepare and present a balanced annual budget that reflects goals and objectives included in both the annual Business & Marketing Plan and the Destination Master Plan.
- Be knowledgeable in the principles of non-profit organizational administration and finance and work in partnership with the Treasurer and EOB staff to provide fiscally responsible administration of the organization's resources to ensure long-term, sustainable financial health, including investments, budgets, and financial reporting.
- Oversee the effective usage of information systems and technology to help the organization fulfill its mission.
- As needed, consult outside expertise in matters requiring legal, financial, or other professional services.

Organizational Development & Culture

- Promote a workplace culture that is collaborative, creative, rewarding, leverages staff as a resource and where performance is regularly evaluated, feedback and development opportunities provided, improvement measures identified, and achievement is recognized.
- Engage staff in optimizing resources for efficiency and effectiveness regarding strategic, operational, and tactical issues on a regular basis.
- Oversees and directs all aspects of human resource management, including but not limited to staff selection, training, evaluation, professional development, discipline, and terminations.
- Excel in a fast-paced work environment.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Marketing & Sales

- Develop an annual Business & Marketing Plan that supports the strategic goals identified in the Destination Master Plan.
- Facilitate the growth of visitors to Thurston County by promoting overnight stays and extended stays, leveraging a balanced combination of leisure visits, group meetings, and sports sales.
- Employ research to drive strategic, data-driven marketing and sales planning that aligns with the annual Business & Marketing Plan and Destination Master Plan.

Board Relations

- Assist in the recruitment and retention of Board Directors.
- Serve as an ex officio member of all Board committees and task forces and appoints staff members to serve as Board committee liaisons as needed.
- Oversee preparation for Board and Executive Committee meetings.
- Oversee administration of the Tourism Promotion Area Commission.

QUALIFICATIONS

- A track record of continuous professional success and accomplishments.
- High levels of leadership, diplomacy, and emotional intelligence.
- The highest level of integrity, ethics, vision, and positive attitude to motivate and represent all that Thurston County has to offer.
- A minimum of 5 years of executive-level leadership of an organization related to tourism, destination marketing, convention & visitors bureaus, economic development, or the hospitality industry; relationship-based management experience with a focus on sales and marketing- ideally current CEO or senior executive from another DMO of similar scale, structure, and funding sources with a focus on leisure, group, meetings and sports travel.
- A genuine passion for tourism and the ability to continue to position Thurston County as a top destination in the Pacific Northwest.
- Minimum of bachelor's degree.
- Industry certification, such as a CDME, is preferred.
- Deep understanding of the latest tourism industry best practices for the following:
 - Financial management
 - Human resource management
 - Advocacy
 - Marketing & Sales
 - Marketing Research and Information Systems
- Ability to engage with enthusiasm and professionalism while interacting with a diverse set of stakeholders with competing priorities.
- Proven leadership directing an organization, supervising staff, and managing an organizational budget.
- Excellent public speaking and presentation skills.
- Experience and understanding of Washington State tourism funding mechanisms, including lodging tax and Tourism Promotion Areas (TPA).
- Expertise working with media.
- The desire for continuous organizational improvement and personal/professional development.
- Ability to travel as needed for work.

KEY CHARACTERISTICS

- Consensus Builder
- Financially Astute
- Articulate & Poised
- Strong Communicator
- Relationship Builder
- Diplomatic
- Strategic
- Good Listener
- Collaborative
- Visible & Engaging
- Charismatic
- Transparent & Open
- Good Leader
- Relatable & Authentic
- Emotionally Intelligent
- Well Rounded

TOP PRIORITIES

- Build relationships, develop trust, open communication lines, and establish credibility with stakeholders, board members, partners, local organizations, and city/county/state officials.
- Get to the know Thurston County, each municipality and the tourism products (hotels, attractions, cultural assets, restaurants, etc.).
- Evaluate, learn, and seek to understand every aspect of the organization, including budget, policies/procedures, KPIs, current strategies & plans. Make necessary changes in order to build a strong, successful organization.
- Review the Destination Master Plan and craft a plan for prioritizing and implementing the identified goals and tactics.



Nicole Newman

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

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.