

PRESIDENT & CEO

Catch Des Moines | Des Moines, IA





Des Moines

The Capital of Nice

Welcome to Greater Des Moines. As the fastest growing metro in the Midwest, there's a buzz that permeates every touch point of Iowa's capital city. The sizzle of Steak de Burgo. Selfies snapping at the Sculpture Park. The roar of the crowd at Wells Fargo Arena. Moos and oinks at the State Fair. Oohs and aahs at the Downtown Farmers' Market. Whatever you're here for, you'll find something worth shouting about. Because in Des Moines, only the S's are silent.

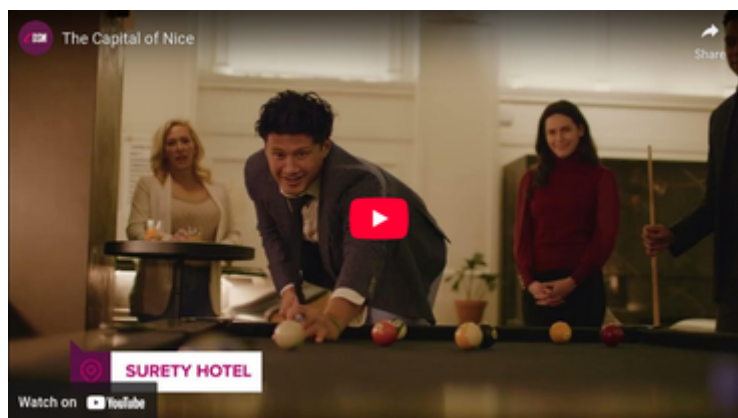
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About Catch Des Moines

The Greater Des Moines Convention & Visitors Bureau and the Des Moines Area Sports & Tourism Commission, collectively known as Catch Des Moines, markets the region as a visitor destination, increasing economic growth and enhancing the visitor experience.

Catch Des Moines is an accredited Destinations International organization. As the visitor's and meeting professional's trusted partner, we are the heart, the soul and the energy of our destination. Our focus is to drive economic success and enhance the quality of life in the Greater Des Moines municipalities we represent.

Our mission is to increase visitors to Greater Des Moines by serving as the sales and marketing engine for the [14 communities](#) we represent. We do that by booking conventions and events that fill our venues, hotels, and restaurants and marketing the region's attractions to leisure travelers looking for a drivable getaway. And while visitors are our focus, locals love us too, using our events calendar and social media accounts to stay in the know about all the cool places to go!





POSITION SUMMARY

The President and CEO will use creativity and vision to brand Des Moines as a preferred destination. This individual will articulate the vision to the Board, staff and the greater Des Moines communities. This role is responsible for planning, developing and establishing policies, goals and objectives of the organization in accordance with Board directives and the corporation charter by performing or directing the following duties.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Meet or exceed goals as established by the Executive Board and Board of Directors.
- Leverages an existing network within the destination marketing industry to understand trends, develop competitive analysis, and gain insight applicable to Catch DSM efforts.
- Keeps strong relationships with political, hospitality, and business leaders in the community.
- Directs and helps develop the branding strategy to promote greater Des Moines as a preferred meeting and travel destination. Evaluate progress, review, and modify as needed.
- Evaluates all aspects of the organization's marketing campaigns, including social/digital marketing.
- Ensures all communications from the Greater Des Moines CVB, both internal and external, support and enhance the branding strategy.
- Proactively promotes the vision and goals of the Greater Des Moines CVB throughout the communities represented.
- Directs marketing, advertising, and public relations strategies and sets priorities to promote the greater Des Moines brand and to strategically and cost-effectively reach identified target markets for both Convention Sales, Sports, and Marketing divisions.
- Works with the Vice President of Sales, Services, and Sports to establish sales goals and provides creative guidance and ideas to meet those goals.
- Tracks sales results and correlating economic impact and reports to the Board.
- Evaluates financial reports and ensures continuing viability and fiscal responsibility.
- Maintains high levels of customer service and responsiveness.
- Establishes consistent and reliable presence in the Catch DSM office to motivate staff and drive culture to lead the best DMO in the country.
- **Supervisor Responsibilities**
 - Manages three subordinate supervisors who supervise approximately 20 employees in the Convention Sales, Services, and Sports Department, Marketing Department, and Administration Department. Is responsible for the overall direction, coordination, and evaluation of these units. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws.

QUALIFICATIONS

- Six to ten years of Destination Marketing Organization experience is required.
- A Masters Degree or equivalent combination of education and experience is preferred.
- Able to travel overnight and work varied hours, including evenings and weekends, as needed.
- Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors.
- Ability to work with mathematical concepts such as probability and statistical inference. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.
- Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

KEY CHARACTERISTICS

- Charismatic
- Engaging
- Diplomatic
- Excellent communicator
- Genuine and authentic
- Professional and poised
- Inclusive
- Relationship builder
- Tenacious
- Strong leader
- Consensus builder
- Dynamic and enthusiastic

TOP PRIORITIES

- Forge relationships within the destination with funding partners, key stakeholders, partners, board members, and city, county, and state officials. Gain trust and open lines of communication.
- Review and evaluate the organization from strategic plan to budget to processes to organizational structure to goals and KPIs.
- Get to know the internal team, their roles, contributions, goals and priorities. Build trust and rapport.
- Identify potential opportunities for new events.
- Consider new and alternative revenue streams to increase the budget.



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.