

CEO

Visit Estes Park | Estes Park, CO





Estes Park

The Base Camp for Rocky Mountain National Park

Situated about 90 miles northwest of Denver, at 7,522 feet above sea level, Estes Park sits in the heart of the Rocky Mountains. Majestic views span in every direction along with the majestic scenes you expect from a Colorado mountain town: gold-medal fishing rivers, iconic peaks, fertile valleys dotted with wildlife plus one unexpected treasure - a national park. [Rocky Mountain National Park](#), home to 300 miles of hiking trails within 415 square miles of protected mountain wilds, borders Estes Park at its eastern entrance.

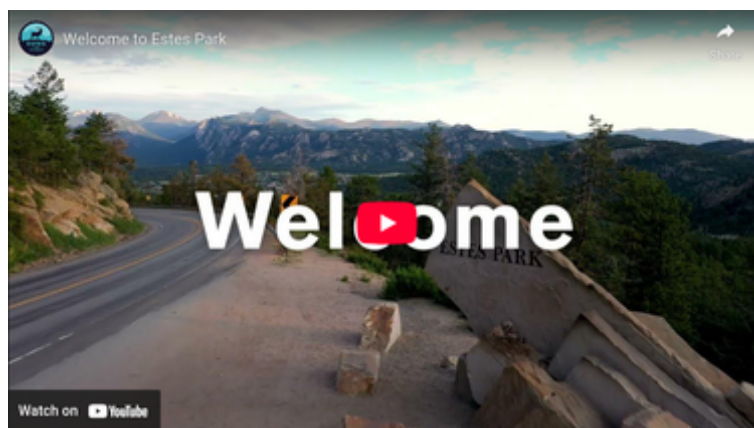
Explore the Colorado Rockies. Encounter real [wildlife](#) from a safe distance. Whether you are planning a romantic weekend or the family vacation of a lifetime, Estes Park has the [events](#), [lodging](#) and [activities](#) to create the perfect escape from the everyday.

[Attractions](#) [Camping](#) [Downtown Estes Park](#) [Kids & Family Activities](#) [Nightlife](#) [Outdoor Adventures](#)
[Photography](#) [Scenic Drives](#) [Shopping](#) [Spas and Fitness](#) [The Arts](#) [Tours](#) [Wineries, Breweries & Distilleries](#)

About Visit Estes Park

Whether it is the first or 100th visit to Estes Park for a guest, each time here should be magical and memorable - unlike any other destination. Visit Estes Park works with local, regional and national partners to identify, communicate and provide the experiences that make Estes Park a one-of-a-kind vacation destination. We are proud to be part of a community that understands the importance of each guest's personal experience and that strives to help them make lifelong memories here, in Estes Park.

Visit Estes Park, the name under which the Estes Park Local Marketing District operates, is the official Destination Marketing Organization for Estes Park, Colorado. Visit Estes Park's mission is to nurture visitor reverence of this vibrant mountain town for business success, environmental sustainability and community harmony.





POSITION SUMMARY

The Chief Executive Officer is responsible for the efficient administration of all departments and functions within the organization including strategic planning, budget preparation and management and staff oversight. This position represents the organization, providing leadership and guidance, and develops and maintains positive and effective relationships with internal and external stakeholders. The Chief Executive Officer reports directly to the Board of Directors.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Provide direction, oversight and guidance to all departments and oversee all operations.
- Represent Visit Estes Park in the community, including businesses, government organizations, non-profit organizations, media outlets and associations.
- Provide employee direction and supervision to include instruction, assigning and reviewing work, scheduling projects, evaluating performance, taking and/or effectively recommending necessary personnel actions, and resolving employee complaints.
- Lead the annual development of the Operating and Marketing plans.
- Serve or appoint staff to supporting organizations in the Estes Valley. Ex. Chamber, EDC, Visitor Center, Arts District, Estes in Bloom, etc.
- Meet regularly with the District Board of Directors keeping them informed and involved in the marketing efforts and initiatives at VEP.
- Ensure Visit Estes Park operates within the adopted budget.
- Oversee the policies, strategies and procedures associated with the Board adopted Operating Plan.
- Inspire staff to be creative by encouraging new thinking, new ideas and an environment that rewards creativity.

QUALIFICATIONS

- Minimum of eight (8) years of progressively responsible leadership experience in a marketing environment; destination marketing experience preferred.
- Experience with strategic and operational planning.
- Experience with budget preparation and management.
- Experience with managing complex external stakeholder relationships.

KEY CHARACTERISTICS

- Supportive leader
- Approachable
- Motivator
- Team and community-oriented
- Convener
- Innovative
- Open to feedback
- Transparent
- Collaborative
- Engaging

TOP PRIORITIES

- Assess the organization and stabilize the staff by fostering a supportive and resilient workplace culture.
- Engage and connect with community stakeholders. Begin to build strong relationships with the Estes Park community by actively engaging with town officials, businesses, and other local partners. Prioritize a listening tour to gain trust, credibility, and insights into stakeholder needs.
- Keeps current marketing initiatives thriving and explore new ways to enhance the destinations visibility. Focus on innovation to strengthen the Estes Park brand.



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

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.

