

CEO

Visit Fargo-Moorhead | Fargo, ND





Visit Fargo-Moorhead

North of Normal

The Fargo metro area spans three cities (Fargo, Moorhead, and West Fargo) and two states separated by the Red River of the North. You'll find an adventurous pioneering spirit alive and well in Fargo with a surprising array of cultural influences, offering a unique blend of urban and rural experiences. From vibrant arts and culture scenes to outdoor adventures, Fargo-Moorhead is a destination that promises something for everyone.

Visit Fargo-Moorhead serves as the primary source for information on events and happenings in the Fargo-Moorhead area. The organization is fully funded by a lodging tax paid by visitors staying in local hotels and is governed by a [board of directors](#).

Visit Fargo-Moorhead is organized into four departments: Convention Sales, Sports Sales, Marketing, and Administration. More information about the staff can be found [here](#).

Mission Statement

Visit Fargo-Moorhead aims to position the distinctive community as a desirable destination and gateway to the region and nation, ultimately enhancing the quality of life for its residents.

Vision Statement

Visit Fargo-Moorhead aspires to be the respected authority on tourism as an economic development strategy that improves the quality of life for the region. The organization will collaboratively develop and promote a shared community vision to enhance the region's attractiveness for both visitors and residents.

Core Values

Start with YES — While Visit Fargo-Moorhead recognizes that it cannot fulfill every request, the organization strives to find ways to assist and always seeks the opportunity to try.

Join Forces — Visit Fargo-Moorhead is committed to collaborating with numerous community partners to advance the communities as attractive places to visit and live.

Promote Proudly — The organization is dedicated to showcasing the area as a wonderful place, not only for visitors but also for those considering making it their home.

Strategic Plan

The strategic plan guides Visit Fargo-Moorhead in achieving its long-term goals. These goals provide a framework for 2024-2026:

- Strategically align organizational resources toward high-value market segments.
- Advocate for destination development.
- Enhance community livability and sense of place.
- Continue to build organizational excellence.



POSITION SUMMARY

Visit Fargo-Moorhead is seeking a dynamic and visionary leader to drive strategic growth and foster collaborative partnerships, elevating the region as a premier destination. The CEO will promote the Fargo-Moorhead-West Fargo area to various visitor groups and oversee the organization's management, including fiscal operations, public relations, and personnel administration, ensuring alignment with the mission.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Oversee and plan effective programs for bidding on conventions, tournaments, and events.
- Communicate and promote Visit FM programs through media and presentations.
- Prepare and administer an annual marketing plan and operating budget.
- Represent Visit FM at local, state, regional, and national conventions.
- Develop special events aligned with the organization's mission.
- Assist the Board of Directors in long-range planning and organizational evaluation.
- Provide regular reports to the Board on finance, sales, operations, and projects.
- Develop and maintain organizational policies for staff training and administration.
- Represent Visit FM on legislation impacting local hospitality and tourism industries.
- Oversee the preparation and submission of applications for external funding.

QUALIFICATIONS

- Proven leadership experience in a similar role.
- Strong understanding of fiscal management and public relations.
- Excellent communication and interpersonal skills.
- Ability to develop and implement strategic plans.
- Experience in tourism, hospitality, or related industries is preferred.

KEY CHARACTERISTICS

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| • Visionary | • Innovative | • Adaptable |
| • Strategic | • Trustworthy | • Authentic |
| • Collaborative | • Diplomatic | • Inspirational |
| • Communicative | • Community-focused | • Decisive |
| • Results-driven | • Consensus builder | • Transparent and Open |

TOP PRIORITIES

- Conduct a comprehensive assessment of current marketing strategies and identify areas for improvement.
- Strengthen relationships with local hospitality industry stakeholders, partners, community organizations, elected city, regional and state officials.
- Develop and implement a strategic plan to increase visitor numbers and enhance the region's profile as a premier destination.
- Champion and advance the new convention center project.
- Get to know each of the communities (Fargo, West Fargo and Moorhead) and integrate into the community as a trusted leader.
- Get to know the internal team, review their roles and responsibilities and foster a positive company culture.



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.