PRESIDENT

Visit Topeka | Topeka, KS



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Topeka

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Within the land of the prairie, there lies a city teeming with pivotal points of history, unparalleled novelties and attractions, and natural beauty that pairs perfectly with Kansas' notably expansive horizon. Topeka has a bright legacy all its own when one considers its ties to the Civil Rights Movement (Brown v. Board National Historical Park) and its dedication to green and recreational spaces dedicated for the public to enjoy (Gage Park, Historic Old Prairie Town at Ward-Meade, or Lake Shawnee). Not only a Capital City that leads in politics and business, Topeka shines for its diversity of thought and experience, as well as the crowd it draws.

When venturing around Topeka, you will quickly recognize the warm, inviting nature of our community. We look forward to dazzling you with new adventures, good food, and great times to ensure we are always on your short list for future getaways.

Arts & Culture **Attractions** **Eat & Drink** **Entertainment & Nightlife** **Events** **Family Fun** **History & Heritage** **Outdoors** **Shopping** **Sports & Recreation**

About Visit Topeka
Visit Topeka Inc. is a 501 (c) (6) not-for-profit organization, governed by an 18-member Board of Directors. As Visit Topeka, it's our job to promote the city of Topeka. Each year, thousands of visitors come to Topeka to visit friends and family, attend a business convention or association conference, to participate in a sporting event and as part of a group motor coach tour. Visit Topeka markets our city and its attractions to each of these visitor segments and works directly with meeting and sport event planners to bring new business to Topeka. We rely on partnerships with local businesses to provide planners and visitors with up-to-date information and timely content.

Vision:
A trusted leader in the region known for innovative marketing and inspiring collaboration.

Mission:
Increase tourism's economic impact on Topeka through destination development and brand management.

Diversity, Equity, & Inclusion:
Diversity, Equity, and Inclusion are core values of Visit Topeka and the Greater Topeka Partnership. It is practiced in all aspects of our organization. As the lead tourism authority for the region, it is our role to invite the world to celebrate the rich and diverse tapestry of ideas, people, and places that our community brings to life. We are committed to building a variety of strong and diverse relationships. We will intentionally seek to attract visitors from diverse groups and markets. We will exhibit an authentic and welcoming environment to all residents and visitors alike.

POSITION SUMMARY

The President leads Visit Topeka Inc. ("VTI") to increase tourism's economic impact through destination marketing and development. Reporting directly to the CEO of the Greater Topeka Partnership, the President works with VTI's Board of Directors ("BOD") to set strategy and directs staff, programs, and resources within approved policies, budgets, and delegated authority.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Oversees VTI operations, policies, records, and accreditation in coordination with Greater Topeka Partnership shared services.
- Leads the strategic plan and annual Business and Marketing Plan, aligning staff responsibilities and resources with BOD-approved goals.
- Leads budgeting and long-range financial planning with finance staff; monitors revenue, spending, and reserves, and oversees financial controls, contracts, and stewardship of public and private funds.
- Directs destination marketing, brand management, advertising, and public relations with the Greater Topeka Partnership marketing team.
- Uses visitor research, hotel performance, and campaign results to guide investment, measure return, and adjust strategies.
- Oversees safety, security, and emergency procedures for VTI staff, visitors, and facilities in coordination with the Greater Topeka Partnership.
- Serves as VTI's chief spokesperson, communicates tourism's economic and community value, and coordinates crisis communications with the Greater Topeka Partnership.
- Builds relationships with public officials, tourism businesses, community partners, and industry associations to advance tourism policy and investment priorities.
- Upholds ethical business practices, protects confidential information, and promotes compliance with applicable laws and organizational policies.
- Maintains a regular and consistent presence in the workplace to support collaboration, communication, and relationship-building with coworkers, board members, stakeholders, community partners, and other key constituents. Participates in in-person meetings, organizational activities, and other workplace interactions as needed to effectively fulfill the responsibilities of the position.
- Performs additional duties as assigned by the CEO of the Greater Topeka Partnership.

QUALIFICATIONS

- A Bachelor's degree in business or a related field is required; Ten (10) years of progressively responsible business experience is preferred. A combination of education and experience may be accepted in lieu of a degree, as determined relevant by the Greater Topeka Partnership CEO.
- Experience managing and reporting to a Board of Directors.
- Experience in and exposure to the convention, tourism, and travel industries is required.
- Knowledge of travel and tourism sales and marketing, and a passion to increase travel and tourism to Topeka, is required.
- Experience in budget preparation and fiscal management, and the ability to develop and maintain recordkeeping systems and procedures.
- Proven ability to make critical decisions to drive positive operational and financial performance.
- Knowledge of business and management principles involved in strategic planning, resource allocation, leadership techniques, coordination of people and resources, and the ability to provide strategic direction, leadership, and vision to VTI employees.
- Knowledge of employee practices and related laws, regulations, and standards.
- Ability to communicate clearly and professionally through both verbal and written skills.
- Ability to develop and implement cost-saving measures while working within the approved budget.
- Ability to analyze data or information by identifying the underlying principles, reasons, or facts of information and use logic to address work-related issues and problems.
- Ability to make decisions while exhibiting sound and accurate judgment.
- Strong interpersonal communication skills and the ability to establish and maintain effective working relationships across all levels of VTI.

QUALIFICATIONS (CONT.)

- Proven leadership and relationship-building skills, including experience managing diverse teams and collaborating with public and private sector stakeholders.
- Strong presentation, communication, and problem-solving skills.
- Demonstrated poise, tact, and diplomacy with the ability to handle sensitive and confidential information and situations.
- Commitment to the Topeka community expressed through active involvement.
- Passion for Topeka attractions and knowledge of community events.

KEY CHARACTERISTICS

- Relationship builder
- Consensus builder
- Authentic & charismatic
- Results-driven
- Creative & innovative
- Passionate
- Adaptable
- Diplomatic
- Open-minded
- Collaborative
- Strong work ethic
- Data-driven decision-maker
- High level of integrity
- Excellent communicator
- Visionary
- Inspirational

TOP PRIORITIES

- Establish credibility & build relationships within the community with key stakeholders, board members, local community organizations, elected, city, county, and state officials.
- Get to know the community dynamics of Topeka and become entrenched within the community.
- Prepare and activate a plan to educate the local community on the value of tourism through advocacy and increased awareness of community events & happenings.
- Evaluate the organization, including getting to know the team members, roles, responsibilities, budget, strategic plan, and sales & marketing initiatives, and make recommendations to the Board of Directors and GTP CEO.
- Understand the target markets, market segments, and visitor demographics in order to better understand and expand Topeka's tourism demand generators.
- Continue Visit Topeka's positive momentum and seek to build upon the successful initiatives in place.



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

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.