



**GULF SHORES &
ORANGE BEACH
TOURISM**
Alabama's White-Sand Beaches

PRESIDENT & CEO Position Description

Gulf Shores & Orange Beach Tourism is looking for an experienced Destination Marketing professional to lead the sustainability and growth of the Visitor Economy in Gulf Shores and Orange Beach, Alabama. Our next CEO will continue the work of our founding CEO as a motivator and leader of both the region's Visitor Industry and the professional staff that is dedicated to marketing and servicing our Hospitality Community.

The selected candidate will be expected to serve up to one year as the Chief Operating Officer of the corporation, working with the CEO on the transition. This will provide the individual with ample time to become intimately familiar with the destination, its business and cultural community and governmental leaders from the local to the federal level. To be considered for this position, candidates should possess the following:

Experience

- At least 10 years experience in Destination Marketing or an allied field.
- Successful track record in collaboratively working with Boards of Directors, Multiple Stakeholders, and Elected Officials.
- Experience in working with elected officials at the Local, State and National level.
- Experience in developing additional revenue streams and co-op marketing programs.
- A strong passion for the role of a Destination Marketing Organization in a region's economic vitality and Quality of Life.

Business Acumen

- Demonstrated expertise in successfully leading, inspiring and managing a team of professionals.
- In-depth knowledge of non-profit governance, finance and performance management principles.
- Demonstrated experience in developing, planning and implementing successful marketing and sales strategies.
- Demonstrated excellence in time management, organizational skills and both verbal and written presentations.
- Knowledge of Human Resource protocols and a track record of successful personnel management.

Leadership

- Possess the highest integrity and a strong passion for both our quality of life and our economic vitality.
- A proven motivator with a record of inspiring both community and industry partners.
- Demonstrated experience as a consensus builder.
- Someone willing to build the respect, trust and confidence of those they serve; our elected officials, the business community and our residents.
- A calm nature with which to lead and inspire confidence under pressure, whether from natural disasters or political events.

SEND EMAIL TO RECEIVE THE FULL POSITION PROSPECTUS

ceosearch2020@gmail.com

**DO NOT CONTACT BOARD MEMBERS OR STAFF OF GULF SHORES & ORANGE BEACH TOURISM
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