

Vice President of Marketing Opportunity Profile

RICHMOND REGION TOURISM



VisitRichmondVA.com

Richmond, Virginia

Executive Search Partner

FAHRENHEIT
ADVISORS

Company Overview

Richmond Region Tourism is made up of a team of 28 full-time and 17 part-time talented professionals that are passionate about the Richmond region and are dedicated to the mission of increasing tourism in the region



Richmond Region Tourism

A non-profit organization that was started in 1983 and is led by President, Jack Berry. As the region's primary marketer, Richmond Region Tourism warmly welcomes meeting planners, tournament organizers, tour operators, travel media and leisure travelers. Richmond Region Tourism offers a comprehensive array of information and services to help the local hospitality industry benefit from the powerful economic engine that is tourism. The Richmond Region includes the counties of Chesterfield, Hanover, Henrico and New Kent as well as the city of Richmond, the city of Colonial Heights and town of Ashland. Richmond Region Tourism's primary funding comes from a tax (transient lodging tax) that hotel guests pay on lodging. Richmond Region Tourism receives a portion of the transient lodging tax. Many make the move to Richmond, Virginia, to escape the traffic and housing costs of larger cities. The Richmond Region is filled to the brim with history, culture, arts, outdoors and amazing restaurants. Pair that combination with an easily accessible East Coast location, and it's no wonder the Richmond Region is wonderful place to live and to welcome visitors.

RICHMOND REGION TOURISM

VISION

Be a world-class organization known for our superior service and innovative marketing

MISSION

Grow the economy of the Richmond Region by attracting conventions, meetings, and visitors and ensuring that all have a great experience

CORE VALUES

Inclusiveness

collaboration, diversity, regional focus

Superior Service

customer focused, exceeding the promise

Integrity

a culture of honesty, credibility, fairness

Innovation

creativity, resourcefulness, catalyst

Passion

enthusiasm, high energy



VisitRichmondVA.com

POSITION OVERVIEW

The VP of Marketing's primary responsibility is to generate revenue for the Richmond Region by increasing visitation through successful marketing for the entire organization, using market research, brand stewardship, marketing communications, advertising, promotions and public relations. This position leads the strategic development, planning, coordination and execution of all activities related to marketing the Richmond region as a leisure travel, meetings & conventions, and sports destination. Provides central directional leadership in the strategy development of comprehensive, integrated marketing and communications initiatives to fulfill the organization's annual business plan and the destination's 10-year Tourism Master Plan. Leverages market research and data analytics to make recommendations and to measure success for the organization. Represents the organization in a senior leadership capacity on industry/community boards and committees focused on branding, marketing/communications, economic development and research. This position manages a team of five and reports to the Executive VP, Katherine O'Donnell. The Richmond Region Tourism office is located within the Greater Richmond Convention Center and will involve a hybrid work environment of in-office and remote work.



COMPENSATION & BENEFITS

Visit
Richmond
VA.com

- 2 options for Medical, Dental, Vision – 1 is 100% employer paid for employee
- Flex Spending Account w/employer contribution
- Health Savings Account w/employer contribution
- 100% employer paid Short and Long Term Disability
- Robust 401K matching program
- 13 paid holidays
- Paid vacation & sick leave
- Employee credit union
- Employer paid parking
- Hybrid work opportunity

MORE INFO & APPLY

RICHMOND REGION 2030

A Strategic Direction for the Richmond
Region's Visitor Economy



“By 2030, the Richmond Region is expected to welcome more than 9 million visitors. As we plan and prepare for this future, we must be fully aware of the transformative power generated by tourism. Tourism enhances the perception of the Richmond region, which is critical to regional prosperity. Increasingly, reputation, identity and perceived quality of place determine where talent, investment and capital flow. In this respect, tourism is the front door to economic development. At the same time, the vibrancy and variety of restaurants, retailers, museums, cultural institutions and other experiences available in the Richmond Region are a result of the patronage of visitors as well as locals. Without tourism, we wouldn't be able to enjoy the quality of life we experience in the region today.”

Jack Berry
President & CEO
Richmond Region Tourism

”

- 7.7 million visitors in 2018
- \$73 Million in local taxes collected
- Tourism contributes \$2.6B to the local economy creating more than 24,000 jobs
- 95% of residents feel proud that the Richmond Region is an attractive tourist destination
- 82% of residents believe the Richmond Region is a destination visitors want to visit

Vice President of Marketing Search



Fahrenheit Advisors is partnering with Richmond Region Tourism to manage the search process for the Vice President of Marketing

Fahrenheit Advisors' client portfolio demonstrates successful search engagements across the U.S., from C-suite positions to middle-management roles. Our experience encompasses organizations of all sizes, across a wide variety of industries and in public, privately held, PE owned, nonprofit and government organizations.

Fahrenheit Advisors' uniqueness and years of expertise add up to sophisticated insight: Knowledge and know-how to help companies navigate the difficult task of selecting high-impact team additions and candidates in making the right choices on career transitions.

I will partner with you to ensure you have everything you need to make an informed decision about your next career opportunity. We will work together front start to finish to navigate this opportunity and make sure it's a great fit for the next step in your career.

FAHRENHEIT
ADVISORS

Sarah Gobble
Senior Consultant, Executive Search & Recruiting
sgobble@fahrenheitadvisors.com

