

## **Executive Director**

The Capital Region USA (CRUSA) board of directors seek a dynamic and experienced Executive Director to lead the organization. The selected candidate's primary responsibility will be to identify and develop new and innovative sources of funding to ensure that the organization's goals of maximizing overseas visitation, spending and length of stay to Washington, DC, Virginia and Maryland are achieved. This senior position reports to a voluntary board of directors.

### Primary responsibilities:

- Create and execute a business development plan to increase funding for the organization
- Oversee international sales, marketing, and media relations initiatives to maximize visitation, spending and length of stay
- Ensure that all market selection and budget decisions are based on credible market research
- Lead and motivate a team of two staff professionals, outside vendors and overseas contract representatives; set performance goals and ensure compliance
- Follow a best practices approach in business development, procurement, financial management and administration.

**Salary range:** \$80-\$100K, commensurate with experience

### **Benefits:**

- Three weeks paid vacation
- Flexible work schedule from a home office within the CRUSA region
- 3% salary contribution by CRUSA to IRA provided you match
- \$1,500 annual health care reimbursement

### **We seek candidates who can deliver the following:**

- Ability to identify and develop new and innovative funding sources
- Ability to execute an international marketing strategy that delivers on CRUSA's goals of maximizing overseas visitation, spending and length of stay
- Ability to build consensus across multiple stakeholder audiences
- Superior diplomacy and communications skills
- College graduate with ten years' progressively responsible experience in the travel industry, including international marketing experience

- Ability to obtain and analyze international market research from a variety of sources to guide strategic marketing decisions
- Demonstrated success in business development, digital marketing, social media, sales, public relations, event planning and administration/finance, preferably in international tourism
- A passionate leader knowledgeable about the CRUSA product base and committed to making CRUSA the USA's # 1 regional marketing partnership.
- Secondary language skills preferred (German, French, Chinese)

**To apply**, submit a cover letter, resume, three references and a 1-page business development and implementation plan outlining how you would increase funding for CRUSA to:

[info@capitalregionusa.org](mailto:info@capitalregionusa.org).

**Deadline for Submissions:** April 20, 2017

**About the Capital Region USA:** Capital Region USA (CRUSA) is the official regional destination marketing organization promoting Washington, DC, Virginia and Maryland internationally, in partnership with Destination DC, the Virginia Tourism Corporation, the Maryland Office of Tourism Development and the Metropolitan Washington Airports Authority. [www.crusa.org](http://www.crusa.org)