

Placer Valley Tourism (PVT) and @the Grounds (ATG)

Chief Executive Officer

Leap Solutions Group has partnered with Placer Valley Tourism and @the Grounds to find their next Chief Executive Officer.

Under the direction of the Board of Directors, the CEO inspires a broad vision, develops, and monitors plans for future growth, supports and assesses operations including program development, and prepares and responsibly controls the annual budget. The CEO has strong leadership and management skills to guide and develop a diverse staff, understands, and utilizes technology, has a passion for the organization's mission, and has an ability to expand the scope of its impact and its long-range financial sustainability.

The CEO is appointed by a simple majority vote of the total number of elected Board members. The CEO shall serve until he/she resigns or is removed by a simple majority vote of the total number of elected Board members.

Essential Duties and Responsibilities include but are not limited to the following:

Planning and Vision

- Focuses on the organizations mission to increase the health of the hotel industry through occupancy and average daily rate in the Placer Valley.
- Reviews relevant economic and social science research, critiques the research, draws different or additional conclusions as necessary for PVT planning, and presents the results to the Board with strategic recommendations.
- Works closely with the Board of Directors to direct the development and maintenance of the organization's strategic plan.
- Solicits and summarizes the objectives of key participants in the relevant business sectors and incorporates their needs into the PVT and ATG strategic plans.
- Creates, implements, and maintains a strategy for PVT and ATG.

Program

- Drives funding programs such as event support and capital improvement grants.
- Oversees all organization programs and recommends changes to the Board to meet the organizational mission and vision within the approved annual budgets.
- Ensure the sustainable operation and management of the Roebbelen Center and @theGrounds as a premier sporting, meeting, event, festival, fair, and celebration destination.
- Implements and coordinates the programs and activities to promote overnight stays.
- Work with various governmental and economic development agencies to develop and assemble a portfolio of information about Placer Valley.
- Cultivate and develop public and private sector partnerships to expand and augment revenue generation.

Financial and Operations

- Develops and recommends the annual organizations budget and business plan for Board approval in order to achieve the organization's mission and vision.
- Ensures the optimum use of all organizational resources and recommends allocation changes as needed to strengthen the organizations.
- Oversees adoption of information technology to assist the organizations in fulfilling its mission and vision.
- Consults with Executive Committee, Board Chairperson, or Board of Directors regarding issues requiring the utilization of legal services or other professional expertise
- Oversees the day-to-day financial operations of the organizations including accounts receivable, payables, payroll, financial statements, audit, risk management, and control processes.
- Develops, manages, budgets, and oversees the collection of BID Assessments.
- Complies with federal, state, and local legislation.

Organizational Development and Staffing

- Recommends policy and organizational changes to the Board when appropriate.
- Develops and maintains effective organizational policies and ensures all PVT and ATG activities are implemented within these established policies, guidelines, laws, and ethical standards.
- Develops, implements, and oversees the organization's human resource functions within the approved budget including staffing levels, recruitment, hiring, compensation, training, evaluation, performance standards, payroll functions, discipline, termination, and understanding of California employment law.
- Develop and nurture an organizational culture that sets a positive tone encouraging communication/collaboration, personal development, initiative, and a strong desire to work at the organization.
- Identify and inspire others through appreciation and recognition.

Public Relations

- Acts as the official spokesperson for the organizations and the Placer Valley tourism industry.
- Develops positive relationships with elected and appointed city and county officials as well as all represented entities of the tourism and fair industry both within and outside Placer County.
- Represents the county's tourism industry before City Council, supervisors, and other government institutions. Provide both strategic and tactical community input.
- Establishes and maintains relationships with the various media outlets in order to enhance the image of ATG, tourism, and its development throughout the region.
- Oversees all external communication materials including website, marketing materials, and social media content.

Board Relations

- Works closely with the Board of Directors, informing, assessing, and addressing key issues that affect the organization in a timely and transparent fashion.
- Oversees administrative preparation and reports on the organization's results and impact to the Board of Directors.
- Assists in the recruitment and retention of Board members and participate in maintaining the health and professional growth of the Board.
- Serves as an ex officio member of all Board committees and task forces and appoints staff members to serve as board committee liaisons.

Supervisory Responsibilities

Manages a direct report staff of 3-6 and an overall staff of 40 (full and part-time) and is responsible for the overall staffing, direction, coordination, evaluation, and retention of staff. Carries out supervisory responsibilities in accordance with both organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Education and/or Experience

Bachelor's degree (B. A.) from a four-year college or university with academic course work in a relevant discipline (i.e., public administration, communications, journalism, public information, business administration, or other closely related fields of study) and five years of experience OR ten plus years related experience that results in equivalent learning. CEO will also have a general management experience with budget responsibility of at least \$2 million; substantial sales and marketing experience, preferable experience in a senior sales role and/or marketing manager, and preferably in the travel and hospitality industry. Previous hotel experience is highly desirable.

Computer Skills

Knowledge and personal proficiency of Microsoft Office programs such as but not limited to Word, Excel, and PowerPoint. CEO must also be familiar with contact management systems and database software and be able to learn the use of these programs with minimal instruction.

Certificates, Licenses, Registrations

Possession of a valid driver's license as required by the State of California to perform essential job functions of the position.

Other Desired Skills, Abilities, and Knowledge

- Ability to promote all partners for overnight stays and extended stays in the county
- Sporting events knowledge and experience, including a comfort level and knowledge of the products offered
- Sporting events background highly desirable
- Board governance, management, and membership experience highly desired
- Network of contacts with all tourism-related entities both within and outside the Placer Valley area.
- Ability to build consensus among the community and be a quick learner of how the community works
- Excellent public presentation and interaction skills
- Strong public relations experience on the client or agency side
- Ability to interact with media and provide interviews for media outlets
- Ability to work collaboratively with government agencies
- Ability to negotiate contracts
- Hospitality and tourism industry experience and contacts
- Fundraising experience and knowledge
- Talent acquisition and management experience
- Travel is required for this position

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Requires the ability to sit up to 3-6 hours per day with intermittent occasional walking and standing.
- Requires the ability to drive up to 6-10 hours per day.
- Occasionally may be required to lift items up to 10 pounds to a height of up to 6 feet; up to 25 pounds to a height of 4 feet.
- Occasionally may be required to carry items up to 25 pounds for distances up to 75 feet.
- Occasional out-of-state travel.

A UNIQUE OPPORTUNITY: Placer Valley Tourism & @the Grounds:

- PVT is a progressive leader, being the first destination marketing organization to successfully secure bond financing for construction tied directly to hotel assessments.
- As CEO, lead a destination marketing organization and operate an event facility that has a direct impact on generating room nights.
- PVT has strong working relationships with all three cities, chambers, counties, and local businesses.
- Roseville and Rocklin consistently rank at the top in the state and nation for best places to live, raise a family, safest and healthiest places to live.
- The PVT and ATG facilities and amenities make Placer Valley the top youth sports destination in California with the Roebbelen Center home to the largest contiguous hardwood facility in California with no other facility like it on the West coast.

A competitive and comprehensive compensation and benefits package will be offered, commensurate with experience. The benefits package offered by Placer Valley Tourism and @the Grounds includes holidays, vacation, sick time, medical, dental, vision, life insurance, AD&D, and retirement, to name a few.

HOW TO APPLY

[Click Here to Apply](#)

Leap Solutions Group, Inc. has been selected to conduct this search on behalf of Placer Valley Tourism and @the Grounds. We are accepting submissions until 5:00 pm PST, Thursday, July 28, 2022. Early application is encouraged. We apologize in advance that we cannot respond to every applicant. We will contact you if your application is under consideration. All inquiries concerning this position should be directed to Leap Solutions at recruit@leapsolutions.com.