



## Position Overview

### Ouray Tourism Office Executive Director

#### ABOUT OURAY

Ouray has been a special destination of world travelers for more than 100 years. This small, intimate community is located in southwest Colorado along the famous Million Dollar Highway (Highway 550) between Grand Junction, Montrose and Durango). Nestled at the narrow head of a valley at 7,792 feet and surrounded on three sides with 13,000-foot peaks, Ouray is home to hundreds of miles of historic hiking trails and Jeep roads, sulfur-free hot springs with stunning views and the world-famous Ouray Ice Park. Remarkably, two-thirds of Ouray's original Victorian structures, are still occupied, and have been lovingly restored in order to preserve their turn-of-the-century charm. Ouray's walkable downtown is a National Historic District and is home to a diverse group of small, locally-owned businesses, nonprofits, entrepreneurs, year-round and seasonal residents.

The Ouray Tourism Office (OTO) is the contracted destination marketing, management and development and visitor services organization for the City of Ouray. The OTO's mission is to enhance the economic vitality of Ouray by connecting visitors with authentic experiences and promoting respect for our community values, history and environment with a vision to develop and uphold Ouray as a world-class, sustainable mountain destination. The OTO is a 501(c)6 nonprofit supported by local and regional members.

[OurayColorado.com](http://OurayColorado.com)



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Photo courtesy of OurayAtNight

## OUR TEAM

The OTO team is overseen by the Executive Director, who reports to the OTO Board of Directors. The team includes the Director of Industry, Consumer and Media Engagement, the Visitor Center Manager, three (3) year-round and two (2) seasonal Visitor Center Concierges, the Membership Coordinator, a team of seasonal Visitor Center volunteers/ interns and three contractors (Bookkeeper, Event Marketing Coordinator and Visitor Center Maintenance Contractor). The OTO Team works primarily out of the Ouray Visitor Center but some management positions have the option to work remotely within Ouray.

Our team leverages Ouray's authentic brand with data and various funding sources to make the visitor discovery of, engagement with and experience of Ouray welcoming, professional and transformative. Our local tourism economy is our #1 economic driver and generated over \$30 million in visitor spending in 2018. The future direction of the OTO will follow the guidelines of the new Ouray Community Plan, which will be unveiled in 2020 and will inform the new Sustainable Tourism Roadmap.

## FUNDING

The OTO is a 501(c)6 destination marketing, management and development organization whose mission is funded internally through membership fees, an annual Jeep Raffle, some retail sales and externally through a contract with the City of Ouray from the Tourism Fund and a variety of annual competitive grants. The City of Ouray's Tourism Fund represents 86.875% of the City's Lodging and Occupation Tax, a 3.5% tax on overnight stays of less than 30 days on hotels, bed & breakfasts, short-term rentals, campsites and unfurnished cabins within the City limits of Ouray. The 2020 budget of the Ouray Tourism Office is \$700,000.

## APPLICATION PROCESS

Please submit your resume and cover letter to:  
Chris Hinkson, [boardpresident@ouraycolorado.com](mailto:boardpresident@ouraycolorado.com)

Ouray Tourism Office  
PO BOX 145  
Ouray, CO 81427  
OurayColorado.com

### Timeline:

Resumes will be accepted until Friday, January 31, 2020  
Review of applications will begin February 1, 2020 with  
interviews scheduled in mid-February.



*Photo courtesy of Ouray Ice Park - Dan Chehayl*

**Job Title:** Executive Director for the Ouray Tourism Office (OTO)

**Full Time, Exempt Position**

**Reports To:** Ouray Tourism Office Board of Directors

**Experience:** 5-7 years minimum relevant experience

**Compensation:** This is an exempt position. Salary and benefits will be commensurate with experience and competitive with local industry standards.

**POSITION SUMMARY:**

The Executive Director is the lead representative of the organization and is responsible for the overall management of the Ouray Tourism Office including budget development and oversight, supervising the OTO Management Team and contractors, executing the annual contract with the City of Ouray, grant writing and management, government and strategic community relations and Board support,

Our ideal Executive Director will be a collaborative, community-minded, professional leader who can provide innovative solutions and programs that are informed by industry best practices, relevant data, community character and responsible fiscal management.

The duties include, but are not limited to the following:

- Oversee all administrative, operating, financial, visitor services, destination marketing, management and development, membership and annual raffle functions of the OTO.
- Advise the Board of Directors, Sustainable Tourism Roadmap Committee, Fiscal Responsibility Committee, Membership Committee, Small Meetings and Events Committee, Ouray City Administrator and other committees/task forces under the direction of the Ouray Tourism Office.
- Track, evaluate and benchmark all annual organizational, visitor and marketing data in line with tourism industry standards and report out to the Board, City of Ouray and key community stakeholders.
- Oversee campaign consistency, timeliness and performance across all channels and media.
- Develop and implement an innovative and achievable Sustainable Tourism Roadmap in line with the City of Ouray's Community Plan Tourism Goals and industry best practices for sustainable tourism management and development.
- Attend and help organize all meetings of the OTO Board of Directors.
- Maintain effective, positive and transparent relationships and communications with local business, nonprofit, resident and media partners, City of Ouray, Town of Ridgway, Ouray County and regional governments and regional and State tourism industry partners.
- Represent the OTO at selected local, state, regional and national meetings, including acting as the organizational media spokesperson when appropriate.
- Establish, maintain and review organizational policies to ensure that all OTO activities are implemented within these established policies, guidelines, laws and ethical standards.
- Directly supervise the management team to build a friendly, professional, engaged and mission-driven team. Establish staff goals, encourage professional development opportunities in line with those goals and conduct management team reviews.
- Work with OTO staff to prepare the annual budget for approval by the OTO Board of Directors and the City of Ouray.
- Monitor budget, organizational spending, GAAP compliance and adherence to the OTO fiscal policies and in accordance with State laws.
- Develop, oversee and approve agreements for all OTO contractors.
- Take on additional projects and/or responsibilities as defined by the Board of Directors

## **TOP STRATEGIC PRIORITIES**

1. Learn and evaluate current organizational strategy, budget, marketing plan, operations, processes and team with the goal of establishing a data-based, community-oriented and high-performing Sustainable Tourism Road Map in alignment with the new City of Ouray Community Plan.
2. Maintain effective, positive and transparent relationships and communications with local business, nonprofit, resident and media partners, City of Ouray, Town of Ridgway, Ouray County and regional governments and regional and State tourism industry partners.
3. Leverage existing partnerships, funding sources and technical assistance programs and cultivate new relationships to move Ouray's major tourism goals forward within a collaborative effort.

## **REQUIREMENTS**

- Bachelor's Degree degree from an accredited college or university in liberal arts, business, marketing or public relations – or equivalent experience.
- 5 years progressive experience in a strategic or leadership role in destination marketing, public relations, organizational management – or equivalent experience.
- Strong interpersonal skills.
- Independent, multi-project management skills.
- Experience in leadership of a small team with proven ability to recruit, train and develop staff.
- Ability to work flexible hours and travel out of area to represent the organization at industry meetings.
- Extensive knowledge of current practices around destination marketing, management and development, guest services and sustainable tourism.
- Knowledge of basic rural economic development concepts, current marketing theories and small business and entrepreneurship strategies.
- Knowledge of industry-specific quantitative measurements and benchmarks; proven data interpretation and analysis skills.
- Knowledge of basic accounting procedures.
- Strong skills in budget development and management.
- Effective English-language communicator in professional written and oral forms.
- Extensive knowledge of the unique attributes of Ouray, the Western Slope of Colorado and the Four Corners Area as a rural, Colorado visitor destination and a passionate small-business and local resident community.

## **ADDITIONAL PREFERRED EXPERIENCE**

- Experience leading a nonprofit and/or owning a small business.
- Training or extended exposure to destination and/or economic development activities.
- Travel industry related managerial experience.
- Experience in domestic travel and international travel.
- Foreign language competency.

## **WORK ENVIRONMENT / PHYSICAL DEMANDS**

Workspace is provided at the Ouray Visitor's Center, but may be performed off site. Standard working hours depend on the project at hand, but do include weekend hours as projects demand. While performing the duties of this job, the employee is required to perform activities to complete the essential function of the job, either with or without reasonable accommodation. Required physical activities can include frequent keyboard fingering, talking, repetitive motions of hands and wrists, sitting, hearing and lifting, pushing, pulling, and carrying objects up to 35 pounds.