



OCVA South Coast Destination Coordinator

Position Overview

The Oregon Coast is the second most visited region in Oregon. The Oregon Coast Visitor Association (OCVA) helps market the region, and develop sustainable tourism assets. OCVA works with local destination marketing organizations (DMO), chambers and businesses to gather content for marketing initiatives. The OCVA South Destination Coordinator will serve communities on the southern Oregon coast by linking them to marketing opportunities, and destination development initiatives that highlight the region's assets and align with the region's brand.

Position Summary

The OCVA South Destination Coordinator works with the tourism industry to promote the southern Oregon coast and help create experiences that align with visitor preferences and sustainably steward the destination. The coordinator will accomplish these objectives by collaborating with a range of local stakeholders – including government officials and employees, chamber of commerce directors, local business owners and non-profits – that are invested in the destination's development and the success of tourism related businesses and infrastructure.

Position Duties

50% - Collaboration and Convening

- Coordinate existing expertise within the South Coast region to create tourism products that appeal to niche markets
- Coordinate proposal development for state, federal and foundation funds available for new products, tourism infrastructure and assets
- Identify and bring in new expertise as needed

30% % - Marketing

- Build relationships with tour operators
- Continuously generate new story ideas
- Empower chambers and cities to market to visitor's while coordinating regional efforts to increase the number of overall tourists to the region
- Represent the region at trade shows
- Be continuously informed of Travel Oregon (TO) and OCVA marketing campaigns and develop ways for the Wild Rivers Coast (WRC) and other sub-regional destinations in the South Coast region to connect to and piggyback on those efforts
- Aggregate content from existing partner websites and channel to OCVA and TO for additional distribution
- Help city and chamber leaders better serve their constituents by enhancing regional marketing collaboration
- Work directly with tourism related businesses to take advantage of the travel market

20% - Administrative

- Attend regional meetings and forums

Expected Outcomes

- Increase the number of tourists visiting the Southern Oregon Coast
- Increased collaboration and resource sharing between groups and organizations working to enhance tourism on the South Coast (a sense that we are in this together)
- Increased recognition of the WRC and other sub-regional South Coast brands within Oregon, the region, and nationally
- Enhanced tourism-related infrastructure

Competencies

- Strong networking ability
- Relationship building: able to navigate regional and county politics
- Marketing/sales background. Has the personality to win people over and also the ability to execute the marketing and bring people together

Qualifications

- Degree in marketing, business development or a closely related field is highly desirable. Advanced degree and/or certifications preferred
- Demonstrated ability to excel while working independently and with minimal supervision

Requirements

- Regional travel required within Coos and Curry Counties
- Some additional travel (within Oregon) required for industry events

Salary Range

\$35,00 to 40,000 Base Salary. Excellent Opportunity for Advancement

Updated 4.14.16

TO APPLY:

Submit a cover letter explaining your qualifications and why you are interested in this position, along with a resume and 5 professional references from the South Coast who are familiar with the credentials stated in your resume to: Marcus Hinz, Executive Director of the Oregon Coast Visitors Association director@thepeoplescoast.com and copied to msimonds@wilddriverscoastalliance.com

Applications will be reviewed beginning Monday, May 2nd and position is open until filled. For questions please contact Marcus at (541) 264-0543