



Destination Development Manager

Compensation: \$55k- \$65k, PTO, health, dental, and vision insurance, retirement match

Preferred start: June 2025

How to Apply:

Applications will only be accepted via email that include a cover letter, resume, and references. Email application package to Tori Middelstadt, tori@willamettevalley.org. The job posting will close Friday, May 16 at 5:00pm.

Position Description:

The Destination Development Manager's role for the Willamette Valley Visitors Association (WVVA) is to oversee the organization's destination development projects and tactics in line with WVVA's mission. The manager will work with staff, contractors, local DMOs, community partners, and state partners to move the Willamette Valley's strategic goals forward.

This position is responsible for WVVA's partnerships, community outreach, and destination development. Cultivating the principles of diversity, equity, inclusion, and sustainable tourism through all relationships and work. Responsible for initiating and maintaining strong relationships with key local, regional, and statewide partners. Possible supervision responsibilities of destination development support staff. This position will also lead international sales efforts for the region.

Overview of the Organization:

The Willamette Valley Visitors Association (WVVA) is a Regional Destination Marketing and Management Organization focused on promoting responsible tourism and economic well-being that benefits residents and visitors alike. Our mission is to enhance the region's vitality by cultivating authentic experiences to support local communities, ensuring the Willamette Valley's long-term resilience. We are dedicated to fostering the prosperity of the Willamette Valley as a welcoming and inclusive year-round destination.

Reports to: Executive Director

Location:

Hybrid schedule split between the office, community meetings, and work from home
Willamette Valley Visitors Association Office in Downtown Salem, OR

Position Requirements:



- Bachelor's degree in related field or 2-3 years of experience in destination development, community engagement, or project management
 - Related fields include communications, journalism, business, tourism/hospitality
- Must possess a valid and unencumbered driver's license and necessary vehicle insurance with access to a vehicle on a regular basis
- Computer skills – to include Zoom, Microsoft Office Suite, Google Suite

Job Duties and Responsibilities:

Destination Development

Responsible for strategic destination development projects supporting our local partners and the region as a whole. Year-round focus with peak development support in fall through spring, with daytime travel up to 30% in community travel and sometimes requiring overnight travel.

- Manage and implement strategic destination development projects focused on accessibility, rural recreation development, agritourism, and sustainable tourism.
- Plan and lead community engagement meetings with partners and community members.
- Oversee destination development projects, including community engagement, partner relationships, contractor management, and funding distribution.
- Attend Valley development project meetings as needed. Engage with DMO partners to support their initiatives and maintain a touch point at the regional level.
- Maintain strong relationships with Travel Oregon Destination Stewardship Team and local partners' Destination Development/stewardship departments & staff.
- Facilitate access to resources for internal staff, DMO partners, and industry partners.
- Lead development support with regional sports partners.

Global Sales

Lead collaborative sales efforts. Primary in winter and spring, with up to 25% overnight travel during peak running from the new year through early summer.

- Develop and lead cross-regional partnership development for campaigns and activations.
- Lead Travel Team (Travel Oregon and DMO partner) communications, including planning meetings
- Represent WVVA at B2B and B2C sales shows (e.g., IPW, GoWest, Vancouver Outdoor Show, LA Travel and Adventure Show).
 - Complete follow-ups based on business meetings and provide sales leads to DMO partners. Connect with local DMO partners as appropriate for additional connections or information pertinent to follow-ups.
- Lead trade show marketing materials and logistics (e.g. booth, brochures, images, video, giveaway, data collection).



- Facilitate trade show contracting, including communication, negotiation, and contract agreements. Coordinate invoicing of partners, managing receipts, and billing.
- Seek and develop educational opportunities for local partners to engage with Travel Trade.
- Maintain strong relationships with Travel Oregon's Global Sales team and local DMO partners. Serve as the main Travel Trade Contact for WVVA with Travel Oregon and DMO partners.
- Assist with FAMs directly relating to Development/Industry Relations, Global Sales, and Global Marketing work. Support other Travel/Trade FAMs as needed.

Management (possible addition as staffing allows)

- Supervise possible RARE AmeriCorps placement or support staff
 - Support professional development and mentoring.
- Oversee and direct outside contractors and consultants as needed.
- Facilitate partner and contractor billing.

Communications

- Represent WVVA by presenting our projects and initiatives at various events and conferences.
- Disseminate information through a variety of strategies; i.e. e-news, LinkedIn, Basecamp.
- Respond to requests for information from collaborators.
- Support public information work for the organization in the absence of the Board or Executive Director.

Training

- Facilitate learning opportunities for the Willamette Valley visitor industry partners, including but not limited to customer service, working with accessible and other underserved visitors, marketing best practices, etc.
- Oversee various internal staff training.

Administrative

- Work collaboratively with WVVA's Executive Director, staff, contractors, committees, and board.
- Collaborate on budget allocation and decisions regarding destination development and global sales.
- Plan partner meetings, including date, time, location, A/V, and meals.
- Facilitate WVVA's Diversity, Equity and Inclusion Committee meetings, engage members in developing WVVA's mission and values statement, and collaborate on equity-focused website content.
- Seek and support grant opportunities for development tourism work.

Reporting and Metrics



- Responsible for tracking and reporting of WVVA's global sales efforts following Travel Oregon's Regional Cooperative Tourism Program measurement methodologies.
- Responsible for reporting and tracking destination development projects.
- Facilitate WVVA's monthly staff reporting.

Miscellaneous

- Hybrid.
- Travel required 10 - 40% of the time, depending on the season.
- Some evening and weekend work is required.
- Ability to lift 35#.
- All other tasks as assigned.

Questions– reach to Tori Middestadt, tori@willamettevalley.org