

**Winner Partners Revised 2023 President & CEO Job
Description**



Position Title: President/CEO

Reports To: RSCVA Board of Directors

Department: Administration

FLSA Status: Exempt

Employment Status: Full Time

ABOUT

Reno Tahoe is a friendly, four-season resort destination – in a spectacular natural setting. Offering world-class attractions, recreational activities, and events, the region has an outstanding quality of life, to include a vibrant and diverse business community with national and international recognition as a premier, year-round Western destination for leisure and group/convention visitors.

POSITION SUMMARY

The President/CEO of the Reno-Sparks Convention and Visitors Authority (RSCVA) is responsible for developing and implementing the strategic plan which includes sales, marketing, and branding programs to promote Reno-Tahoe as a leisure and convention destination. The President/CEO will provide direct management of the senior executive team and reports to the RSCVA Board of Directors. The President/CEO will manage the day-to-day business of the RSCVA within the budgetary and policy constraints set by the RSCVA Board and in compliance with government regulations for public entities. The President/CEO represents the RSCVA in its relationships with local citizens, clients, government agencies, professional, and other similar groups.

JOB DUTIES AND RESPONSIBILITIES

- Works closely with the RSCVA Board to develop the vision and the strategic direction for the organization. Designs and executes initiatives to move the organization toward its vision while keeping the vision and the plan current.
- Builds and maintains strong collaborative relationships with the RSCVA's highly engaged and influential Board to ensure effective and cooperative organizational oversight. Attends all required meetings associated with the leadership of the organization and regularly reports the RSCVA's activities to the board.
- Partners with the RSCVA Board to ensure a highly functioning organization defined by a clear direction. Operates through effective financial and operational planning, a positive and professional culture of excellence, with a talented and motivated staff, and effective process systems.
- Oversees and manages the business and affairs of the RSCVA subject to the budget and policies approved by the Board. Reviews, coordinates, and submits to the Board all annual marketing plans, business plans, and operating budgets as required.
- Maintains accountability for the operational and fiscal integrity of the organization including budgets, financial revenue, expenses, expenditures, contractual commitments, and personnel policies.

RenoTahoe®

- Provides oversight of the operations for the four convention and event facilities under the RSCVA including capital improvement, sales and marketing, safety, and technological innovations to improve the utilization of the center and event venues.
- Develops strong relationships with convention, gaming, hotel, and general hospitality communities as well as local and state government.
- Serves as a passionate spokesperson and industry advocate for tourism supporting the diverse assets of the region including arts and culture, outdoor recreation, and entertainment.
- Collaborates effectively with regional leaders to influence outcomes to advance the region. Adapts to changing political conditions and leadership. Provides advocacy support through subject-matter expertise for legislative resources that require attention.
- Provides oversight and leadership to the senior executive team of highly respected, dedicated, and skilled professionals. Sets a clear vision for a metrics-driven, goal-based team where expectations are supported by an internal culture of partnership, innovation, and customer service.
- Fosters a positive, professional culture of inclusiveness with a strong sense of purpose, collaboration, and accountability necessary to attract, retain, and develop top talent.
- Exhibits strong executive presence as reflected by behavior, appearance, demeanor, and humility as a highly visible leader for the organization and the Reno Tahoe region.
- Develops and supervises the implementation of an annual operating and marketing plan to promote and brand Reno Tahoe as a world-class, leisure and convention destination to local, state, regional, national, and international audiences.
- Regularly analyzes performance and results of all functional areas relative to the established goals and objectives.
- Builds a positive image of the RSCVA in relevant media as the organization's recognized spokesperson. Serves as final approval for official publications, news articles, and media coverage of the RSCVA.
- Provides long-range planning for destination resources, infrastructure, and strategic direction. Identifies major global trends influencing and affecting the local tourism community.
- Interprets research provided by outside resources on visitor profile and visitor attitudes and the effectiveness of the organization's strategic plan; makes changes to the plan as is appropriate to achieve RSCVA goals.
- Understands and abides by all departmental policies and procedures as well as the Codes of Ethics and Standards of Conduct. Complies with federal, state, local laws that govern business practices. Complies with all Department of the State of Nevada standards that apply to the position.
- Performs other duties as assigned or required.

PHYSICAL DEMANDS / WORKING CONDITIONS

- Frequently sits, walks, twists, uses hands to finger, handle, or feel objects, talks and hears.
- Occasionally stands, bends (at neck and waist), and reaches above & below shoulder level as needed.
- Simple grasping as well as repetitive use of hands and fine hand manipulation are needed to accomplish essential functions.



- Specific vision abilities required include close, distance, color, peripheral vision, depth perception, and the ability to adjust focus.
- May be exposed to various temperatures inside and outside of the facilities, airborne particles, and fumes.
- Lift up to 20 lbs on occasional basis.
- Noise level in the office is usually quiet, but during board meetings, airports, conferences or other locations where work may be done may be moderately loud to loud.
- Ability to travel frequently, including possible international travel

JOB QUALIFICATIONS

- The ideal candidate will be an experienced, dynamic, and successful leader with a minimum of ten (10) years of multifunctional, results-driven, team-focused executive-level leadership experience with a regional, national, or global organization of similar scale and complexity, particularly those related to the travel, tourism, or hospitality industry, or related public-sector field.
- Bachelor's degree required; MBA, graduate degree, or industry designation such as CDME strongly preferred.
- Proven track record of successfully managing and nurturing complex partnerships to achieve mutually beneficial goals and outcomes.
- Demonstrates expertise in the field of conventions, trade shows, and events as well as extensive knowledge of the leisure travel visitor.
- Management experience with full P&L responsibility.
- An ability to build a destination marketing strategy to align with local economic sectors, particularly with high-growth, technology clusters with an appreciation for the role economic development plays within the community.
- Politically savvy with prior work experience with a government entity. Working knowledge and understanding of Nevada Open Meeting Laws preferred.
- Familiar with public administration, including budgeting, purchasing, expense allocation, and contracting.
- Exceptional gravitas, confidence, and communications skills to serve as the organization's principal external spokesperson.
- Operates with the highest level of integrity, intellectual agility, creativity, and vision.