

## Executive Search

### Executive Director – Visit Gilroy

#### About Gilroy, CA:

Gilroy is centrally located at the southern gateway to Silicon Valley, about thirty miles south of San Jose, with easy freeway access to the greater San Francisco Bay Area, Central Coast, and Central Valley.

With a central location, mild year-round weather, and affordable lodging, Gilroy makes a great “home base” for an idyllic Northern California vacation.

Gilroy is home to 14 properties representing 824 hotel rooms with accommodations ranging from budget friendly to moderate properties.



#### Gilroy Gardens:

Gilroy Gardens is a truly magical wonderland for families with young kids. As you stroll through the park, you will discover over 40 fun rides and attractions nestled among majestic gardens and over 10,000 trees.



#### Downtown:

Gilroy's charming Historic Downtown District features an eclectic mix of shops, a wide range of dining options (from casual family fare to great ethnic restaurants to gourmet cuisine prepared by award-winning chefs), and other local businesses that artfully blend the old with the new.

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### Arts, Culture & Entertainment:

Dotted with charming antique stores downtown, Gilroy also has a thriving arts scene and several wonderful entertainment venues. Discover art exhibits, craft fairs, murals, art classes, and more.



### Wine Country:

Gilroy is part of the historic Santa Clara Valley, one of California's oldest wine-growing regions and home to more than 30 family-owned wineries and tasting rooms. Even though some of Gilroy's wineries have been around since the turn of the century, Gilroy is still one of California's best-kept secrets when it comes to award winning wines.

### Outdoor Adventures:

With mild year-round weather and an ideal location close to many of California's best-loved parks, Gilroy is the perfect place to explore and enjoy the outdoors especially by bike. Hiking, biking, boating, birding, camping, golfing, horseback riding, fishing, or running.

### Top Attractions:

Gilroy is the perfect hub to enjoy any of Northern California's top parks and attractions and home to its own including:



### Premium Outlets:

Gilroy truly is a shoppers' paradise, with over 145 outlet stores, plus unique antique store, garlic shops, and more.



### Home of The Gilroy Garlic Festival:

Known for the world-famous Gilroy Garlic Festival, Gilroy is the ultimate destination for garlic lovers year-round. Since the very first Gilroy Garlic Festival in 1979, the local community has come together to welcome thousands of visitors from around the world to enjoy great garlicky food and family fun.

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**About Visit Gilroy:**

Visit Gilroy is a non-profit Destination Marketing Organization (DMO) dedicated to promoting Gilroy as a tourist destination. Visit Gilroy operates the California Welcome Center Gilroy (CWC), which provides a centralized source of local knowledge and information for visitors, residents, travel agents, and media conveniently located in Gilroy Premium Outlets.

Visit Gilroy is funded by a Tourism Business Improvement District (TBID) along with city funding that is used to operate the California Welcome Center Gilroy. The DMO's total budget is approximately \$725,000.

**Mission:**

The Gilroy Visitor Bureau, dba, Visit Gilroy enhances the images and economic well-being of the City of Gilroy by taking the leadership role in promoting, marketing, and facilitating the use of the entire Gilroy region through regional partnership as a viable day or overnight destination to generate revenue, jobs, and taxes.

**For more information:** <https://visitgilroy.com/>

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### **Executive Director – Visit Gilroy**

#### **Visit Gilroy Executive Director Job Description**

##### **Position Overview:**

The position of Executive Director is primarily responsible for helping the organization achieve its mission and is responsible for the oversight of Gilroy Visitors Bureau dba Visit Gilroy from administration, financial, and operations, to marketing and public relations activities.

Under the policy direction of a Board of Directors, the Executive Director serves as the chief liaison and public representative on tourism development serving in a collaborative capacity within the community.

The Executive Director manages two full-time staff and four part-time staff at the California Welcome Center at the Gilroy Premium Outlets.

##### **Accountable to the Board of Directors for:**

- Interpreting the mission and goals of the organization in accordance with the by-laws
- Providing professional expertise in personnel management including recruitment, selection, training, direction, supervision and evaluation of paid staff and volunteers
- Facilitating the Board of Directors and its committees in developing goals and developing policies and procedures, budgets, and programs
- Providing leadership in implementing policies and programs
- Cultivating positive/collaborative relationships and partnerships with City of Gilroy elected officials and staff, businesses, and non-profit organizations
- Seeking out and securing financial resources for the organization
- Managing and allocating funds, equipment, supplies and services

##### **Job Role & Specific Duties:**

- Serve as economic development advisor to the City of Gilroy
- Responsible for the operation of the organization at all levels and in all aspects
- Serve as the spokesperson for the organization in conjunction with the Chair of the Board
- Plan and coordinate the monthly meeting of the Board of Directors Executive Committee
- Plan and coordinate the monthly meeting of the Board of Directors
- Responsible for the preparation of an annual operating budget encompassing all activities and operations of Visit Gilroy, which is subject to review and approval by the Board of Directors
- Oversee the management of financial affairs assuring operational costs are within approved budgetary guidelines
- Responsible for the preparation, oversight, and implementation of the annual Tourism Business Improvement District (TBID) calendar budget
- Responsible for the administrative, operating, and marketing functions of the organization
- Partner with the marketing agency of record on all marketing strategies and activities
- Direct all tradeshow activities and determine ROI of each consumer and travel tradeshow for effectiveness
- Serve as advisor to the Chair of the Board, the Board of Directors and other committees as identified by the Board

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Contact: Michelle Carlen, Alignment Advising to apply [michelle@alignmentadvising.com](mailto:michelle@alignmentadvising.com)

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- Participate and maintain memberships in local, regional, state, national and international organizations and attend their respective meetings
- Serve as the political advocate for tourism-related issues at local, state, and national levels
- Responsible for monthly financial reports and annual audit reports in accordance with written financial procedures approved by the Board of Directors
- Oversee all Visit Gilroy events, familiarization tours, and digital influencer visits
- Plan and prepare reports for the City Council on a regular basis as requested
- Manage and supervise California Welcome Center Visitor Services Manager
- As an assigned staff member of Board committees, take minutes of meetings and assist in conducting committee meetings
- Secure agreements and implement retail sales with Visit Gilroy partners at the California Welcome Center Gilroy
- Interacts with the organization's CPA and auditor to ensure compliance with all regulations
- Oversees all contracts which involve financial obligations on behalf of the organization, ensuring all commitments are within the annually approved budget
- Review monthly reports from Visitors Services Manager and Tourism and Community Engagement Coordinator to provide the Board of Directors with monthly statistics in the Executive Director's Monthly Activity Report
- Perform any other duties as assigned by the Board of Directors

#### **Education/Experience:**

Bachelor's degree in Business Administration or related field preferred. Minimum 5 years experience in a managerial role in hospitality, tourism, economic development, destination marketing. TBID or TMD/BID, non-profit or government sector experience is preferred. Demonstrated local knowledge of the Gilroy business community is desired.

#### **Qualifications:**

Individual should have knowledge with skills in the following areas:

- Exercises knowledge of the tourism industry including destination marketing
- Basic understanding of non-profit and business management
- Prior government relations experience with municipalities or counties
- Political acumen and savvy with community leaders and stakeholders
- Collaboration and consensus building expertise
- Prior budget and operational oversight experience
- Demonstrated knowledge of marketing and public relations
- Public speaking and presentation skills for broad range of audiences
- Ability to understand and analyze important legal documents
- Diplomatic approach to handling inquires, concerns, and appeals
- Professional and polished work ethic and presence
- Critical thinking skills and strategic approach to challenges
- Demonstrates a positive can-do attitude
- Commitment to honesty, integrity, and transparency

#### **Compensation:**

Salary from \$115,000 to \$125,000 with full benefits package.

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Alignment Advising has been retained to conduct this search.

If you are interested in applying for this opportunity, send your resume and cover letter to Alignment Advising contact listed below.



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Alignment Advising is a business consulting and professional development practice supporting organizations in achieving their goals and vision with greater ease.

<https://www.alignmentadvising.com>