

VISIT
**OAK
PARK**

**EXECUTIVE
DIRECTOR**



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VISIT OAK PARK EXECUTIVE DIRECTOR

GovHR USA, LLC is pleased to announce the recruitment and selection process for the Executive Director of [Visit Oak Park](#), (Illinois) a tourism marketing organization for the Oak Park area, an area encompassing 21 communities in western Cook County. The next Executive Director will have the enviable opportunity to lead the strategic tourism marketing and promotion efforts for a region that is rich in culture, architecture, local entertainment, unique shopping, natural areas and recreation – in short, something for everyone! Visit Oak Park is seeking candidates with an entrepreneurial approach to leadership and management.

Candidates interested in applying for the position should apply immediately, but no later than January 9, 2023, by submitting their résumé and cover letter, along with contact information for five (5) work-related references at www.GovHRUSA.com. The position is open until filled. Questions regarding this opportunity should be directed to the Executive Recruiter working with Visit Oak Park:

GovHR USA

Maureen Barry, Senior Vice President, or Heidi Voorhees, President
Phone: 847-380-3240, x116

The Mission of

Visit Oak Park

is to promote tourism and
attract visitors to the Oak
Park Area for the economic
benefit of our communities.



THE ORGANIZATION

Visit Oak Park is the state-certified destination marketing organization for the Village of Oak Park, IL and 20 additional neighboring Western Cook County communities including Bellwood, Berkeley, Berwyn, Broadview, Brookfield, Elmwood Park, Forest Park, Franklin Park, Hillside, La Grange, La Grange Park, Maywood, Melrose Park, Northlake, North Riverside, River Forest, River Grove, Riverside, Schiller Park, and Westchester.

Visit Oak Park was incorporated on November 22, 1993, under the Illinois Not-For-Profit Corporation Act. The purpose of Visit Oak Park ("the Bureau"), as stated in its Articles of Incorporation and in its Mission Statement, is to promote the Greater Near-West Suburban/Oak Park area as a tourism destination.

ORGANIZATIONAL STRUCTURE

The Bureau is managed by its Board of Directors, which has the authority to adopt policies and resolutions, to oversee the finances of the Bureau, to create committees, to employ an Executive Director and any other authorized officers and staff positions, and to conduct all other business and take all actions permitted by law to promote the purposes of the Bureau. All actions taken by the Board of Directors are by a majority vote of those Directors present at meetings, provided a quorum is present.

The Board is comprised of between 12-17 Directors at any given time. Directors are individuals living or working within the Bureau service area who have a demonstrable interest in tourism, with one Director appointed by the Village of Oak Park, and all other Directors elected by a majority vote at any meeting of the Board of Directors at which a quorum is present. Directors serve for terms of three years or until their successors are elected, with the terms of office being staggered so that approximately one-third of the terms expire each year. No Director can serve more than six consecutive years with the exception of the Director appointed by the Village of Oak Park.

The Bureau operates on a fiscal year budget starting July 1 through June 30. The FY 2023 budget projects expenditures of approximately \$984,000.



The goals of the Bureau are listed below.

1. To promote all tourism entities and serve as liaison among all tourism-related organizations locally, regionally, nationally and internationally, for the purpose of attracting visitors to the Bureau Service area.
2. To enhance the economy of the Bureau Service area by disseminating pertinent information to the convention and tourism industry.
3. To coordinate tourism to be mindful of its impact on the quality of life of the residents who live in the multiple communities represented by the Bureau.





POSITION IN BRIEF

The Executive Director is a full-time (40 hours/week) hybrid work position responsible for the growth of regional tourism for the Village of Oak Park and Western Cook County by the development and execution of effective marketing and engagement strategies. The Executive Director also provides strategic leadership and oversight of the organization in all aspects of its culture, operations, and mission.

The position reports to the Executive Committee of the Bureau's Board of Directors and oversees a staff of one full-time employee and several full-time contracted vendors. The Executive Director attends and participates in all meetings of the Board of Directors and its committees, except for Executive Sessions of the Board, and is not a voting member of the Board.

PRIMARY POSITION RESPONSIBILITIES

The essential job functions of the Executive Director include, but are not limited to, the responsibilities listed below.

- Provides leadership and direction to ensure that the mission and vision of Visit Oak Park are successfully put into practice and sustained.

Establishes and sets the tone for the culture of the organization.

- Acts as a primary spokesperson for Visit Oak Park; establishes and maintains ongoing effective communications with members, municipal and county government leaders, business and cultural institutional leaders, tour operators, convention and event planners, and the local and national tourism industry.

- With the approval of the Board of Directors, develops annual operating budget and scope of work to promote the tourism assets of the Village of Oak Park and other Visit Oak Park partner communities to local, state, regional, national, and international audiences.
- Delivers an Annual Plan to the Executive Committee based on priorities from Visit Oak Park's Strategic Plan to define marketing strategy, team development, organizational health, and financial compliance.
- Manages daily operations of the organization, including implementation and administration of the policies and programs established and/or approved by the Board of Directors.

- Leads the preparation, execution, and reporting of local and state grants, including annual certification process with State of Illinois.
- Builds and manages close and effective communication with the Village of Oak Park, State of Illinois, County of Cook and other Visit Oak Park partner communities to maintain and increase public funding for designated tourism programs.
- Selects, trains, supervises, and evaluates staff. Fosters a success-oriented, accountable environment within the organization. Establishes, communicates, implements, and manages to appropriate standards of performance.
- Serves as member of the Executive Committee of the Board of Directors. Attends all meetings of the Board of Directors, the Executive Committee and all other committees of the Board as needed and appropriate. Regularly reports the activities of Visit Oak Park to the Board.





CHALLENGES AND OPPORTUNITIES

The next Executive Director can expect to work closely with the Visit Oak Park Board and staff on the priorities listed below.

- In collaboration with the Board, conduct a strategic planning process that outlines goals for the organization. Upon development of the plan, work with partners and stakeholders to implement the plan.
- Develop and maintain strong and meaningful partnerships with tourism stakeholders, elected officials, hospitality leaders, partners, and vendors.
- Ensure that Diversity, Equity and Inclusion is woven into the fabric of the organization's work.
- Lead a media plan that includes both print and social media, ensuring that Visit Oak Park's membership is promoted effectively throughout the region, state and nation. Assist in long-term strategic financial planning to assure balance in realized revenues with anticipated expenses in an inflationary environment. Consider fundraising strategies to ensure the organization's long-term sustainability.

EDUCATION AND EXPERIENCE REQUIREMENTS

The Bureau is seeking an entrepreneurial, action-oriented and collaborative Executive Director to lead the organization. The successful candidate will possess a combination of the following education and experience listed below.

- Bachelor of Arts or Bachelor of Science degree from an accredited four-year college or university; MBA or other graduate degree strongly preferred.
- Five to ten years of related experience and/or training; or equivalent combination of education and experience.
- Experience in travel, tourism, hospitality, non-profit and general administrative experience preferred. Candidates may be current executive director, president, CEO, COO, general manager of a similar size or smaller organization in the for-profit, non-profit or government sectors or a director/manager of a similar size or larger organization with the capabilities and desire to take on a leadership role.
- Strong oral and written communication skills, staff leadership and management abilities, and a demonstrated proficiency and enthusiasm for working closely with elected and appointed officials.

THE IDEAL CANDIDATE

In addition to the requirements listed above, the Bureau is seeking candidates with the following traits:

- Ability to lead with both a decisive and consultative style, foster open communications, and proactively build positive relationships with diverse constituencies;
- Possess well developed board relations skills including responsiveness to Bureau requests, the ability to bring issues along with well researched solutions to the Bureau, and a natural curiosity about future trends in the marketing and tourism industry;
- A strong self-starter, enthusiastic toward the development and creation of new initiatives as well as maintaining the momentum for existing programs;
- An open, approachable, friendly personality and management style, with the ability to quickly establish trust with others; and
- Affinity for continuous improvement efforts and the willingness to embrace the adoption of new technologies or processes that allow the Bureau to enhance services to internal and external stakeholders.

COMPENSATION AND BENEFITS

Starting salary range is \$100,000 +/- DOQ. Hybrid work option is available (split between on-site and remote). A comprehensive benefits package includes health insurance (medical and dental), life insurance, long-term disability, a simple IRA match, paid holidays, and Paid Time Off (PTO).

Visit Oak Park is an Equal Opportunity Employer. Visit Oak Park does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law.

Visit Oak Park is the state-certified destination marketing organization for the following communities:

| | | |
|--------------|----------------|-----------------|
| Oak Park | Forest Park | Northlake |
| Bellwood | Franklin Park | North Riverside |
| Berkeley | Hillside | River Forest |
| Berwyn | La Grange | River Grove |
| Broadview | La Grange Park | Riverside |
| Brookfield | Maywood | Schiller Park |
| Elmwood Park | Melrose Park | Westchester |



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