



Oxnard Convention & Visitors Bureau (Visit Oxnard)

Job Title:	President & CEO
Reports to:	Board of Directors
Classification:	Salary Exempt
Status:	Full-time
Salary Range:	\$100,000 - \$130,000, based on experience

Visit Oxnard Mission:

To promote and market Oxnard as a premier leisure and business travel destination, bringing significant economic and social benefits to our community.

Position Summary:

The Visit Oxnard President & CEO is a full-time position that reports directly to the Board of Directors. The President & CEO is responsible for the organization's overall success, managing employees and oversight of daily operations. The President & CEO will serve as the liaison to the City of Oxnard, the community, engaging with business, residents, government officials, media and tourism partners.

Board of Directors:

- Research, plan, formulate and recommend all organization policies, activities, services and programs for approval by the Board of Directors for implementation.
- Uphold Brown Act laws and regulations and Visit Oxnard Bylaws.
- Develop and organize Board of Directors meeting agendas, packet and minutes including preparing necessary records and reports regarding the organization's activities.
- Work with the Executive Committee/Nominating Committee on Board development, succession planning and training as needed.
- Attend, organize and facilitate all Board and Committee meetings in conjunction with the Chairperson.
- Prepare and give Annual Report to the City of Oxnard.
- Uphold and maintain the Oxnard Tourism Marketing District Plan.
- Work with the City Manager's office and the Oxnard Hoteliers on contract negotiations and renewals of contracts.
- Represent Visit Oxnard by maintaining Board and Committee seats throughout the local community and the Travel & Tourism industry.



- Develop and maintain relationships with key industry partners in the business community, elected officials and others at the local, regional, state, and national level.

Business Development, Marketing, Communications and Public Relations:

- Provide oversight and direction for the overall marketing, communications and public relations in keeping with the brand of the organization.
- Produce annual marketing plan.
- Oversee design and implementation of all advertisements, promotional materials, web content, e-newsletters, press releases, visitors guide, etc.
- Management and oversight of all the organization's vendors and contract employees. Contract negotiations with vendors and contract employees.
- Being the community "face" of the organization, the CEO is responsible for establishing and maintaining relationships with other businesses and organizations in the travel & tourism industry. Being the spokesperson of the organization with media outlets.
- Raise awareness about the benefits of tourism in the Oxnard community, including publicly addressing the impact of local and state tourism.

Human Resources, Finance, Administration:

- All day-to-day operations fall under the responsibility of the CEO.
- Supervise all staff, including hiring, firing and disciplining.
- Staff training, guidance and mentorship. Work with staff on goal setting, monitoring and tracking. Delegate and direct work to entire staff.
- Hold normal office hours, Monday – Friday and weekends and holidays as needed.
- Prepare and administer annual staff performance reviews including pay evaluations.
- Act as the human resources officer, ensuring timely updates to the employee handbook.
- Management and administration of employee benefits.
- Track and monitor employee hours, administer payroll every other week.
- Address complaints and resolve problems.
- Develop the annual and mid-year budget. Administer the Board approved budget to support the organizations activities, programs and services.
- Direct and prepare all the financial reports and records, approve all expenditures, sign checks, oversight of Quickbooks. Acts as the direct liaison to the organization's financial institutions and accountant.
- Oversee any organization audits as needed.



Compensation:

- \$100,000 - \$130,000, based on experience.
- Company-paid health benefits.
- 401k program, up to 5% company match.
- Excellent work/life balance, including generous vacation and holiday pay.
- Monthly auto allowance & wellness benefit.
- Meaningful relationships with your co-workers and the community we serve.

Education: Minimum of bachelor's degree in marketing, communications, or a related field.

Experience: At least 5 years of work experience - which has been in senior management, marketing, tourism development, or a related field.

Changes: This job description will be updated if duties and responsibilities change significantly. Job functions are subject to change based on business necessity.

ADA/FEHA: Visit Oxnard will make reasonable accommodations in compliance with the Americans with Disabilities Act of 1990 and the California's Fair Employment and Housing Act.

EEO: Visit Oxnard is an equal-opportunity employer. All aspects of employment, including the decision to hire, promote, discipline, or discharge will be based on merit, competence, performance and business needs.

How to apply: Interested applicants should submit a cover letter and resume to Julie Buffo at VisitOxnardCEO@gmail.com before November 4, 2024