



## **Visit Saint Paul Job Announcement**

### **Vice President of Operations & Strategy**

**Status:** Full Time, Salaried  
**Reports to:** President/CEO

#### **WHO WE ARE & WHAT WE DO**

Visit Saint Paul is made up of a passionate and spirited group of advocates, marketers and promoters of the city of Saint Paul. We are creators of economic growth who connect travelers to resources and fun, businesses to audiences, meeting and event planners to the perfect venue, and our members to one another. We are dedicated to telling Saint Paul's story and to introducing the world to the culture and diversity of our city — from its beauty and history to its energy, openness, and opportunities.

Visit Saint Paul is a private non-profit, membership-based organization with a mission to market the greater Saint Paul area to out-of-town convention and leisure travelers, help meet their needs as visitors, and create partnerships and opportunities for the local businesses that serve them.

#### **POSITION OVERVIEW**

The VP of Operations & Strategy will:

- Work directly with the President/CEO to build a multi-year strategic vision of the company and assist in communication and presentation to internal and external stakeholders.
- Help establish tone and procedures that promote healthy organizational culture and vision.
- Build a repeatable framework to keep departments accountable to goals and key initiatives.
- Collaborate with executive leadership to develop and meet company goals while supplying expertise and guidance on operations projects and systems.

#### **PRIMARY RESPONSIBILITIES & EXPECTATIONS**

Reporting to the President/CEO, this position will be responsible for the following:

##### **Operational Management**

- Establish, communicate, and implement operations-related policies, practices, standards, and security measures to ensure effective and consistent support and execution while optimizing workflow and resource allocation and utilization.
- Ensures that departmental decisions and project plans such as those for staffing, development, organization, material efficiency, hardware acquisitions, and facilities are in line with the organization's business plan and vision.

- Build and reinforce scaling opportunities and best practices in team management, project prioritization, data interpretation, and reporting to support short and long-term success.
- Develops, negotiates, and monitors vendor contracts and maintains active vendor relationships. Continuously assesses vendor products and services to ensure standards and expectations are met.
- Evaluate and implement technology solutions to enhance operational efficiency.
- Stay informed of industry trends and emerging technologies to inform operational strategies.
- Identify, recommend, and implement new processes, technologies, and systems to improve and streamline organizational processes and use of resources and materials.

### **Strategic Leadership**

- Work closely with the President/CEO and leadership team to develop and implement strategic plans that align with the mission of Visit Saint Paul.
- Provide visionary leadership to enhance Saint Paul's positioning as a top destination for conventions and tourism.
- Identify revenue generation opportunities and cost-saving measures to maximize resources.
- Work closely with the CEO and CFO to develop and manage the budget, ensuring financial sustainability, proper internal controls and responsible fiscal management.
- Lead and inspire employees, fostering a culture of collaboration, innovation, and excellence.
- Provide mentorship and professional development opportunities to enhance skills and capabilities of the Visit Saint Paul team.
- Build and maintain strong relationships with key stakeholders, including local businesses, government agencies, and community partners.
- Represent Visit Saint Paul at industry events, conferences, and networking opportunities to promote the city as a premier destination.

### **MORE ABOUT THE RIGHT FIT...**

- Bachelor's degree in Business Administration, Hospitality Management, or a related field and 10+ years of professional business leading a department.
- Masters Degree in Organizational Leadership (achieved or in progress).
- Proven experience in a leadership role within the convention and visitors bureau or hospitality industry and understanding of trends, opportunities, and challenges within the DMO space.
- Experience and understanding of a partner supported organization.
- Knowledge and understanding of CRM systems, iDSS preferred.
- Adaptable, strong listener, comfortable providing feedback and holding people accountable.
- Experience developing and executing organizational strategies, processes, systems, and cultural norms that are effective, efficient, and reinforce a strong and inclusive team culture.

- Ability to balance the need for systems to increase efficiency and productivity with the need to maintain a flexible culture where creativity and innovation thrive.
- Success in building and maintaining trusted relationships with a diverse set of stakeholders.
- Experience planning and executing large scale events.
- Financial acumen and experience in budget management.
- Technologically savvy with a focus on leveraging technology for operational improvement.

## **WORK SETTINGS AND PHYSICAL REQUIREMENTS**

- Traditional office environment.
- May require occasional lifting of materials weighing up to 40 pounds.
- Local and regional driving.
- Occasional weekend and evening assignments.
- Occasional national travel.

## **COMPENSATION & BENEFITS**

- \$100,000 annually depending on experience. Full-time exempt, salaried.
- Paid/Partial Paid Benefits include health care, dental, short-term disability and long-term disability coverage; vacation and PTO accrual; 12 paid holidays per year; 401K with match and wellness reimbursement.

## **TO APPLY**

Please send via email to [careers@visitsaintpaul.com](mailto:careers@visitsaintpaul.com)

- **Two to three paragraphs telling us why you are interested in this position and how you believe you meet the qualifications.** Please include this in the body of the email, not as an attachment.
- **Your work/skills/training history as an attachment.**

Visit Saint Paul is a non-profit, equal opportunity, affirmative action employer. Our commitment to diversity and inclusion is fundamental in providing excellent service to visitors and the community. This position is open to anyone who meets position requirements. Visit Saint Paul strongly encourages veterans, women, persons of color and members of the LGBTQIA+ community to apply.

Position open until filled. No phone calls please.