



Virginia Tourism Corporation

Virginia Tourism Corporation
DIRECTOR OF RESEARCH
AND MARKET INTELLIGENCE

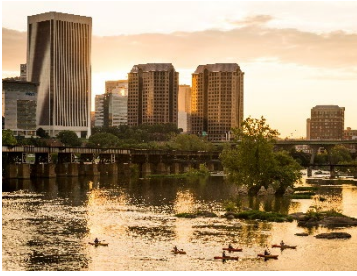
Richmond, VA



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ABOUT THE VIRGINIA TOURISM AUTHORITY

The Virginia Tourism Authority, doing business as the Virginia Tourism Corporation (VTC), is an organization of more than 70 professionals working in the Richmond office and at 11 Welcome Centers throughout the Commonwealth of Virginia.

VTC serves the broader interests of the Virginia economy by supporting, maintaining, and expanding the Commonwealth's domestic and international travel markets and motion picture industry, thereby generating increased spending, employment, and tax revenues. VTC develops and implements programs beneficial to Virginia travel-related and motion picture-related businesses and consumers.

MISSION STATEMENT: Expand domestic and international in-bound travel and motion picture production to generate revenue and employment in Virginia.

VISION STATEMENT: Foster a spirit of partnership within Virginia's tourism and motion picture industries.

VALUES STATEMENT: Love is Integrity, Passion, and Results.

Integrity: Be the Best You

- Respect, value, and appreciate others with kindness
- Work through differences
- Be transparent
- Take personal responsibility

Passion: Thirst for Knowledge

- Seek new ideas and fresh thinking
- Stay curious and encourage questions
- Be purpose-driven
- Value the people, the brand, and the industry

Results: Move Mountains

- Define, measure, and communicate collective goals
- Continuously evaluate and innovate
- Contribute to the success of others
- Celebrate shared accomplishments



ORGANIZATIONAL STRUCTURE

VTC's activities are divided into five programmatic areas. The responsibilities for management of these areas are vested with the President/CEO and four Vice-Presidents.

1. Executive & Board of Directors
2. Operations & Finance
3. Marketing
4. Film
5. Partnership Marketing





MARKETING

VTC's marketing activities include a number of programs aimed at promoting Virginia as a premier travel destination, including brand management, creative services, digital marketing, communications, global marketing, domestic sales, merchandising, and research. Each program has targeted purposes and objectives.

Brand Management

- Creative Services
- Digital Marketing
- Communications
- Global Marketing
- Domestic Sales and Marketing
- Merchandising
- Research



PARTNERSHIP MARKETING

VTC Partnership Marketing's mantra for years has been a simple yet focused one: Help Virginia Communities Maximize their Tourism Potential. We strive to accomplish this by providing three key resources that contribute to the livelihood of the communities we serve:

1. Strategic Tourism Planning
2. Tourism Business Development
3. Cooperative Partnership Marketing Opportunities

With a dedicated staff comprised of seasoned tourism professionals, Partnership Marketing focuses its efforts in helping build vibrant communities that not only attract visitors, but future residents and workers as well. When we create tourism promotional opportunities, we also create economic development. Simply put: Tourism equates to Jobs. Investments in tourism are producing better places to visit, live and work.



RESEARCH

VTC's Research Team assists with a wide range of tourism-related data analysis and gathering, including the economic impact of tourism on the state and localities, visitor profiles, market share, consumer trends, and the VTC's advertising and marketing campaigns. The goal of the Research team is to provide detailed and timely information for those in the Commonwealth who are interested in the travel and tourism industry.

- | | |
|---|--|
| • Economic Impact of Travel | • International Travel |
| • Virginia Excise Tax Rates and Collections | • Research Reports |
| • Lodging Reports | • Research Links |
| • Travel Data and Profiles | |

Click [here](#) for more information.



FIND WHAT YOU LOVE IN VIRGINIA

[Wanderlove](#) - Wanderlust is defined as a strong desire to travel, but here in Virginia, we call that feeling **WanderLove**. And while travel doesn't look quite the same this year, you can still explore Virginia's endless beauty with an epic road trip! Whether you take an eastern route to Virginia's pristine beaches or traverse the scenic curves of storied mountains, a road trip through the Commonwealth is a magical way to vacation safely this summer.

[Outdoors](#) - A four season destination, Virginia's outdoor activities range from [cliff](#) to [coast](#), catering to all skill levels. From leisurely bike rides on [multi-use recreation trails](#) to adrenaline pumping [mountain biking](#) routes in Virginia's Blue Ridge; epic [hikes](#) along awe-inspiring peaks in [Shenandoah National Park](#) to short but scenic trails that hikers of every skill level can enjoy; and family-friendly [campgrounds](#) to overnight backpacking trips—Virginia has it all!



[Small Towns](#) - Virginia's small towns, unique cities, and notable neighborhoods are treasure troves of [great food](#), warm hospitality, immense history, and Southern charm. Antiquers and outdoor enthusiasts equally will be at home in these destinations promising all of the above and more.

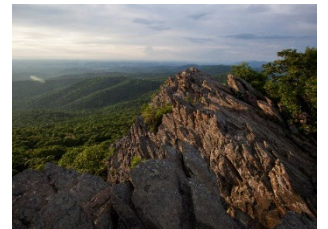
[Sustainable Travel](#) - Virginia has long been recognized for sustainable tourism practices that conserve and protect the Earth's natural resources, habitats, and biodiversity. Eco-lodges, low impact eco-tours, and dozens of sustainable farms, wineries, and breweries are abundant across Virginia for environmentally conscious travelers.

The statewide [Virginia Green](#) initiative encourages eco-friendly tourism practices in all aspects of Virginia's tourism industry, with more than 1,100 certified brick-and-mortar partners and more than 750 festivals and events that have been green certified statewide. Start planning your green vacation below and explore green-certified attractions, hotels, restaurants, tasting rooms, and festivals across the state.

THINGS TO DO

[Family Fun](#) - Family-friendly isn't just a trendy buzzword in Virginia, the Commonwealth boasts truly wide-ranging family fun activities for moms, dads, kids, and everyone else to get together and spend quality vacation time.

[Eat. Drink. Love](#) - Across Virginia, you'll find inspired culinary delights featuring Virginia's heirloom grains and vegetables, heritage meats, savory cheeses and of course, our signature Virginia oysters.



[Shopping](#) - Virginia's unique main streets bring locals and visitors together all across the state, welcoming them to peruse handmade goods and boutique items while experiencing the charm of these small-town communities



[Historic Sites](#) - Learn about the great leaders of our country at one of the eight [estates of former U.S. Presidents](#), visit the hallowed grounds of a [Virginia battlefield](#), uncover the true stories of some of Virginia's most important residents at a [heritage site](#), tour all three fascinating destinations along the [Historic Triangle](#), and travel the [Crooked Road](#) through Southwest Virginia.



[Events](#) – There is so much to do in Virginia all year round, from live concerts and music festivals to once-in-a-lifetime culinary experiences. Activities the whole family will enjoy and craft beverage competitions that let you sample some of Virginia's finest beers, wines, spirits, and ciders.



DIRECTOR OF RESEARCH AND MARKET INTELLIGENCE

POSITION SUMMARY

Reports To: VP of Marketing

The Director is responsible for overseeing travel and tourism research, analysis and evaluation related to the policies and marketing programs of Virginia Tourism Corporation (VTC). The Director is the primary supplier of Virginia tourism statistics to the overall state travel industry, including assessed businesses, Destination Marketing Organizations (DMOs), academic institutions, economic development professionals, media, elected officials and the general public. The successful candidate will be responsible for managing all secondary research sources and distributing tourism research statistics in a variety of formats to support all aspects of tourism market planning and development.

AREAS OF RESPONSIBILITY

30% Support the strategic planning, marketing and communication activities of VTC:

- Gather, analyze and provide travel data and market intelligence used in the selection and evaluation of target markets, advertising, co-ops, content, trade shows; contribute to newsletters, reports, articles, presentations, and briefings to educate our industry partners.
- Plan, organize and implement studies to determine the Return on Investment (ROI) and evaluate the effectiveness of VTC's marketing programs and partnership marketing programs.
 - Determine appropriate methodologies, definitions and best practices that will yield accurate, reliable and credible results for measuring ROI and performance.
 - Assist in substantiating budget requests.
- Oversee or participate in the development of brand research, focus groups and other qualitative research.
- Participate in the development of cooperative (shared cost) international or niche market research projects.

30% Produce the economic impact, visitor tracking, visitor sentiment, and other core research studies of VTC.

- Engage, outreach, and educate our industry partners on research studies and trends, including the 114 DMOs within our state, as well as other key partners within the government, nonprofit and corporate communities.
- Determine appropriate methodologies and best practices that will yield accurate, reliable and cost-effective data on in-state, out-of-state and international travel volumes, impacts, trends, and demographics.
- Develop and approve budgets and scopes of work, oversee requests for proposals and bids as needed; select vendors; monitor progress; manage contracts; resolve disputes.
- Review, analyze, edit and approve consultant questionnaires, charts, graphs, reports, articles and presentations.
- Produce content for the industry newsletter

15% Promote appreciation of the importance of travel and tourism to the state economy through the dissemination and appropriate use of tourism research and statistics.

- Provide assistance to the Virginia travel industry and opinion leaders in accessing and understanding travel and tourism impacts and research, especially Virginia DMOs, assessed businesses, media, and trade and economic development associations. For example:
 - Determining the local economic impact, cost-benefit or feasibility of tourism marketing initiatives, development projects, and policy changes.
 - Forecasting travel demand
- Case studies in rural, ethnic, cultural, and other niche markets.
- Respond to special requests from VTC board members, assessed businesses, DMOs, legislators, media, other agencies, etc.
- Conduct special studies as needed to support the marketing, film, and partnership marketing divisions within VTC



5% Act as technical expert in matters pertaining to tourism statistics and trends.

- Represent Virginia in meetings and projects with specialists in other states or agencies to develop and evaluate methods for measuring and analyzing travel volumes, characteristics, impacts and trends.
- Prepare and review proposals, reports and articles; give presentations at conferences, workshops and seminars.
- Serve on professional committees and panels working toward the general improvement and advancement of travel and tourism research methods and standards.

10% Maintain a knowledge base that enables VTC to provide a high degree of expertise to citizens seeking information and referrals on diverse travel-related topics and data needs such as: US and worldwide travel and tourism, regional and local tourism development, leisure behavior, outdoor recreation, ecotourism, cultural tourism, gaming, sports, skiing, the hospitality industry, restaurants, airlines, airports, rental cars, etc.

- Maintain a research library and data files.
- Establish and maintain affiliation with professional organizations; attend seminars and conferences; deliver papers and presentations.
- Complete relevant software trainings (like IMPLAN and Tableau)

10% Perform special assignments or projects for VTC executive team, especially the VP of Marketing, and other duties as deemed appropriate, including assistance and backup to the all aspects of Virginia's marketing programs

QUALIFICATIONS / EXPERIENCE

To perform this job successfully, an individual must be able to perform each key duty satisfactorily, and demonstrate the following:

- Knowledge of research methods and techniques, statistical and other methods used in the analysis and projection of data, survey methods and analytical techniques.
- Ability to plan, direct and advise others on highly complex and sensitive projects and prepare and present technical reports.
- Budget and project management experience.
- Strong written and verbal communication skills; high degree of proficiency in synthesizing and communicating data from a variety of disciplines.
- Ability to communicate and work well with others in a professional office environment.
- Minimum of six years of professional experience in a research capacity.
- Education equivalent to Bachelor's Degree or higher in marketing, recreation, tourism or related fields a plus.
- Strong organizational skills; ability to handle multiple tasks, meet deadlines and manage priorities.
- Knowledge of Microsoft Office products and other graphics or presentation software; familiarity with statistical software desirable.

Work hours regularly exceed 40 hours per week. Up to 30% travel will be required.

KEY CHARACTERISTICS

- Analytical, data-oriented and qualitative mindset
- Timely and highly responsive
- Strong written and oral communication skills
- Personable, energetic and fun
- Forward thinking and predictive
- Visionary and strategic mindset
- Collaborative and team-oriented



TOP PRIORITIES

1. Evaluate and audit current research structure, industry trends, and economic impact to develop a strategic research plan for the future, which includes a COVID-19 roadmap to recovery. This includes, but is not limited to, understanding and analyzing Drive 2.0 and shifting from a global travel focus to a driving travel focus.
2. Begin to form strong and meaningful relationships with key internal staff to understand the priorities involved in research and marketing, providing leadership and mentoring to direct report, and living within the organization's mission and vision.
3. Build relationships and lead the communication with external vendors, such as research firms and the Martin Agency, ensuring timeliness on deadlines and budgetary guidelines.

SALARY / COMPENSATION

In addition to a competitive salary, VTC offers an excellent health benefit package. We also offer a fantastic PTO and holiday leave package, deferred compensation plan, job-specific skill training, parking, etc.

VTC has an organizational commitment to the principles of diversity and inclusion. In that spirit, we welcome all qualified individuals without regard to race, religion, color, sex, ancestry, gender, gender identity, sexual orientation, age, marital status, disability, national origin, medical condition, U.S. veteran/military status, pregnancy, or reasonable accommodation.

If this could be a great opportunity to extend your professional reach, please respond through the [SearchWide Global](#) website or email your resume to the following SearchWide Global Executive:



Elizabeth McHeffey, Recruiting and Research Manager | SearchWide Global

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