

PRESIDENT

Visit Sarasota County | Sarasota, FL





Visit Sarasota

Beaches and Beyond

Soak up the sun along our white-sand beaches. Treat yourself to diverse dining, enriching arts and culture, shopping districts of all sorts, and natural Florida fun. Here, each moment is your own. Sarasota County is considered to be one of the fastest-growing tourism markets in the United States.

Attractions & Tours: Enjoy our range of fun-filled attractions, featuring ventures into magnificent fine art institutions, up-close encounters with exotic animals, adventures in tree canopies, and boat rides through wild and untamed parts of Florida.

Arts, Museums & Galleries: Sarasota County is enriched by its Arts & Culture offerings. Known as Florida's Cultural Coast, visitors to Sarasota County can enjoy world-class museums, art galleries, and an extraordinary variety of performing arts.

Beaches & Parks: Sun, sand, and water are three things Sarasota has an abundance of, but not all Sarasota beaches and parks are the same.

Golf: Sarasota is a golf and tennis goldmine. By word of mouth alone, many see Sarasota as on the brink of being mentioned among the country's top golf destinations.

Nightlife, Entertainment & Festivals: Sarasota nights mean live music. Breathtaking sunsets followed by a margarita at a tiki bar. Film festivals, live comedy shows, and artistic performances.

Restaurants: Our award-winning restaurants overlook beaches, skylines, and downtowns, and our many food and wine events often come with a side of sunshine.

Shopping: Stroll, shop, and eat in historic districts and chic shopping malls throughout the area.

Sports & Outdoors: Watch a Baltimore Orioles or Atlanta Braves spring training game, take a bike tour of the area, run a 5K along the water, or watch top rowers compete.

Wellness: Indulge with a day of beauty or take a load off with a spa pedicure, whether you're looking for a pick-me-up or a new you.

ABOUT VISIT SARASOTA COUNTY

Visit Sarasota County (VSC) is the official tourism marketing entity and primary provider of visitor information for Sarasota County, where tourism is the top industry.

Mission: We make Sarasota County a better place by promoting our community on the world stage.

Vision: Creating a vibrant Sarasota County through tourism.



POSITION SUMMARY

The President is responsible for providing leadership, direction, and administration for Visit Sarasota County (VSC), a 501 C 6 corporation. Reporting to the Board of Directors, the president is responsible for the strategy, financial performance, and daily operations of VSC. Working with various constituents, including the Economic Development Corporation of Sarasota County, Sarasota County Government, the 4 municipalities, Sarasota County Alliance of the Arts, Chambers, advocates for tourism, the President advances the Mission of the VSC.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Develop and lead a community strategy to strengthen the tourism industry for the benefit of all citizens.
- Plan, prepare, and execute an annual marketing and advertising plan and budget, with VSC Board and Sarasota County Commission approval.
- Execute an annual tourism promotion contract with Sarasota County and oversee all obligations under that contract.
- Oversee the implementation of VSC programs by the VSC Directors.
- Plan, formulate and recommend for the VSC Board approval basic programs and policies to achieve the goals and objectives of the VSC.
- Direct and coordinate all approved programs, projects, and activities of the VSC staff and volunteers.
- Maintain and distribute updated Employee Policy Manuals to employees, ensure accurate job descriptions for all positions at the VSC and conduct annual performance reviews for all employees. Ensure a high level of performance at all times of the VSC staff.
- Implement the VSC's Crisis Management Plan in the case of an emergency and coordinate with the Sarasota County Emergency Operation Center.
- Direct and work with staff to develop and maintain programs to attract new partners and retain existing partners.
- Coordinate with the Board Chair and the Executive Committee on Board and Committee agendas.
- Lead the VSC team in meeting annual goals and reporting of that progress to the VSC Board and government.
- Communicate with industry partners on the activities and programs of the VSC.
- Ensure the fiscal and professional integrity of the VSC.
- Maintain high visibility with the community for the VSC and the tourism industry.
- Act as an official spokesperson for the VSC.
- Represent Sarasota County within the state, national and international tourism industry.
- Create and maintain partnerships and collaborations to promote the VSC Board's goals and vision for the tourism industry.

QUALIFICATIONS

- Outstanding English written and verbal communication skills.
- A college degree and/or CDME is required.
- Experience in the travel and tourism professions.
- High levels of experience in management, budget preparations, marketing advertising, and working in a tourism development agency.
- Must have knowledge and competency in Microsoft Office applications and the ability to become proficient in customer relationship management (CRM) software.
- Must be able to obtain a valid Florida driver's license and a US Passport.
- Ability to lift 35 pounds.
- Ability to travel out of the area for 6-10 overnight trips annually for up to one week at a time and be available for nights and/or weekends.

IDEAL BACKGROUND

- 7-10 years of experience at the executive level within the tourism industry, preferably in destination marketing/management (DMO).
- Experience in multiple market development.
- A flexible, responsive, and politically astute leader with the highest integrity and strong passion for the role and the tourism industry.
- Must have a proven record of successful interaction with local and state government leaders and owners of businesses, small, medium, and large.
- Demonstrated leadership with the major industry associations, preferably at the board level. Must have an extensive network of industry contacts.
- Should have a demonstrated record of cooperation and collaboration with other organizations in working for the advancement of community goals, tourism development, advocacy, partnership development, and community service.

KEY CHARACTERISTICS

- Engaging and visible
- Community-oriented
- Results driven
- Collaborator
- Strategist
- Inclusive
- Politically astute
- Demonstrates financial acumen
- Identifies talent and develops a diverse team
- Excellent communicator with various audiences

TOP PRIORITIES

- Reach out to the board and external stakeholders, immediately engage, listen, and develop strong and meaningful relationships. This includes political leaders as well as the hospitality industry and local business leaders. Get to know the staff, listen, and build credibility with the team, including an evaluation of their input.
- Integrate into the county, and get to know the diverse communities and all assets within.
- Evaluate and conduct a full review of the internal organization and the 2025 Destination Strategic Plan.



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If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Kellie Henderson.

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.