

**Executive Vice President of Marketing and Strategy,  
Wilmington and Beaches (NC) Convention and Visitors Bureau**

The Wilmington and Beaches CVB, the official destination marketing organization for Wilmington and New Hanover County, North Carolina, is seeking an experienced tourism professional to lead the destination's marketing and strategy planning.

Wilmington is one of the nation's most desirable communities because of its high quality of life, anchored by beautiful beaches, an amazing riverfront downtown district, a large state public research university, and a long legacy of movie and television production. The Wilmington metropolitan area is one of the fastest growing in the nation, and Wilmington International Airport is experiencing rapid passenger growth driven by nonstop flights to 21 destinations. The destination includes Wilmington--the vibrant urban center of New Hanover County--and three popular beach communities: Carolina Beach, Kure Beach, and Wrightsville Beach.

General Duties of the Position

The position is responsible for establishing the CVB's overall marketing goals and for supervising all activities undertaken to achieve those goals. The Executive Vice President of Marketing and Strategy serves as the #2 leadership position of the CVB and in the absence of the President/CEO, to whom the position reports.

The position is responsible for developing various marketing programs and supervising implementation and must have the ability to translate consumer trends and competitive activity into a distinct marketing direction and brand position for the destination and the CVB. The employee will manage the production of fiscal year marketing plans for Wilmington and the unincorporated parts of the county, the Wilmington Convention Center, and the three beach communities, while also developing the specific marketing sections within these plans.

This person will oversee fiscal year media planning and placement, advertising creative development, website content management, social media channels, collateral development (publications, etc.), printing, photography, video and research initiatives working with an internal team and external marketing partners. This work requires leadership skills, use of sound professional judgment and initiative as well as tact and diplomacy in the performance of duties.

Public contact is extensive and includes a variety of local businesses, associations, colleges, vendors, and committees. This includes the facilitation of three municipality Marketing Advisory Committees and their respective meetings and serves as primary contact person for these constituent committees. The Executive Vice President of Marketing and Strategy supervises a team of three full-time employees and also works closely with the Director of Web Services.

## Desired Qualities and Abilities of the Candidate

The ideal candidate will have a thorough knowledge of principles, practices and techniques of marketing in the travel and tourism industry. This includes knowledge of digital methods, processes and procedures for development and production of a variety of publications, related printed materials, websites, photographic and broadcast materials. The position requires considerable knowledge of the CVB's goals, objectives and activities, area attractions and other marketable tourism assets, plus a working knowledge of operating a public authority including financial, public information, open meetings guidelines, and other requirements of a tax-funded entity.

Candidates will have the ability to function effectively as a team member in meeting the goals and objectives of the CVB, but also possess the ability to be a self-starter and take initiative on their own and be able to develop and maintain effective working relationships with travel industry organizations, constituents and personnel, superiors, peers, employees and the public.

Candidates must have a minimum of a four-year degree from a college or university, and considerable career experience (10 years or more) in the travel and tourism sector, including some supervisory experience, or equivalent combination of education and experience.

A full job description can be found here:

<https://www.wilmingtonandbeaches.com/evpmarketing/>

## Salary and Benefits

Salary for the position is commensurate with career experience and qualifications, but will be in the range of \$120,000 – \$130,000. A full benefits package, including health insurance, short-term dismemberment and disability, paid sick leave, paid vacation, retirement fund match, and paid parking, is provided. A lump sum payment for relocation expenses will be provided.

## Additional Information

Finalist candidates are expected to interview in person with the CVB's President and CEO and the retiring Executive Vice President of Marketing and Strategy in Wilmington. Candidates will be reimbursed for reasonable travel expenses related to the interview.

Please submit your resume and letter of interest via email to the CVB's search consultant, Chris Cavanaugh of Magellan Strategy Group, at [ccavanaugh@magellanstrategy.com](mailto:ccavanaugh@magellanstrategy.com). Phone inquiries about the position will not be accepted.

The position will remain open until filled, but it is desired that the candidate begins work in January 2025.