



EFL Associates

Metropoint 1
4600 S. Ulster Street, Suite 900
Denver, CO 80237
Ph: 720.200.7000
www.effassociates.com



**VISIT DENVER
DIRECTOR – GOVERNMENT & COMMUNITY AFFAIRS**

POSITION SPECIFICATIONS

Our client, **VISIT DENVER** is a private, nonprofit trade association (501c6) that is responsible for marketing metro Denver as a convention and leisure destination. **VISIT DENVER** is contracted by the City & County of Denver to act as the official marketing agency for Denver. It is governed by a board of directors and employs a staff of more than 60 professionals.

VISIT DENVER uses a sophisticated, integrated marketing approach to sell Denver as a travel destination, which includes direct sales, advertising, tourism and convention industry trade shows, digital promotions, public relations, social media and more. **VISIT DENVER** maintains the City's official tourism website (VISITDENVER.com), *Official Visitors Guide to Denver & Colorado* and Official Tourist Information Centers.

VISIT DENVER embraces the following mission statement:

*To bring conventions and leisure visitors to Denver for the economic benefit of the City, the community and our partners. At **VISIT DENVER**, we believe that travel makes the world a smaller and more connected place. It brings people together and fosters interaction among diverse cultures. The Mile High City embraces and celebrates people of all races, ethnicities, abilities, gender identities and sexual orientation.*

With this in mind, **VISIT DENVER** is pledging a renewed sense of awareness and action to create change, both within our organization and in our city. While **VISIT DENVER** has consistently supported diversity, equity and inclusion, we also believe that we can, and we must, do better. We are committed to making these core values a way of life for our organization, our partners in the hospitality industry and our visitors. The City of Denver celebrates its rich cultural heritage with events, festivals and museum exhibitions throughout the year.

VISIT DENVER defines diversity, equity and inclusion in the following ways:

DIVERSITY – Organizational commitment to culture, policies and practices that support individuals in all the ways they differ.

EQUITY - Recognizing advantages and removing barriers to provide access to the same opportunities for everyone.

INCLUSION – Employees of all backgrounds feel supported and valued so they can be their authentic selves.

VISIT DENVER is comprised of passionate, hard-working team members who embrace a “work hard, play hard” mindset. **VISIT DENVER** prizes balance and seeks team members who are looking for careers, not just jobs. They like to have fun but take what they do very seriously.

VISIT DENVER is based in downtown Denver. For more information about **VISIT DENVER** and the Denver tourism industry, please see www.visitdenver.com.

THE OPPORTUNITY

The **Director – Government & Community Affairs** reports to the President/CEO of **VISIT DENVER** in the Executive Department. The primary responsibility of the Director is to communicate the Bureau’s mission and activities to diverse audiences including elected and appointed officials, partners, stakeholders and the community at large; also to advise the CEO and Board of Directors on policy issues and current events that may impact Denver’s tourism economy. The **Director – Government & Community Affairs** is an individual contributor’s role but will have significant stakeholder, both internal and external to **VISIT DENVER**, interaction.

Essential functions include:

- Support **VISIT DENVER’s** vision, mission and values by exhibiting the following behaviors excellence and competence, collaboration, innovation, respect, personalization, commitment to community, leadership, accountability and ownership.
- Establish and maintain strong and positive relationships with various organizations and government areas at the local, state and federal levels including but not limited to: Denver City Council; Denver Mayor’s Office and Staff; City agencies and departments; Denver Neighborhood Organizations and other resident groups; **VISIT DENVER** Board of Directors; the Denver business community and organizations; State Legislators; Colorado Tourism Office; Tourism Industry of Colorado; Colorado Federal elected officials; and, the U.S. Travel Association, etc.
- Educate and advise key policy makers of priority issues important to **VISIT DENVER**, as well as the tourism industry, and serve as industry resource to decision makers.
- During elections, assess ballot measures and impact to the **VISIT DENVER** and the tourism industry, as well as gather candidate positions on important tourism, travel, conventions, small business and community issues.

- Monitor City, State, regional and national issues that would impact the tourism and convention industry in Denver and Denver's brand as a tourism destination.
- Maintain the Tourism Pays website with current local, state and federal tourism information as a platform for education to decision makers, stakeholders and residents highlighting the economic impact, jobs and other industry benefits.
- Inform and advise **VISIT DENVER's** Board of Directors and executive board committee about policy issues that may impact its mission, and navigate issues that may be detrimental or advantageous to Denver's tourism economy.
- Support the Co-Chairs of the Board's Government & Community Affairs Committee in analyzing issues, develop monthly meeting agendas, and schedule guest speakers to cover timely and important topics.
- Coordinate Board activities for the Tourism Improvement District (TID) including meetings, development of annual plan, hotel member communications, and other related activities.
- Act as professional **VISIT DENVER** representative of organization; create opportunities for positive exposure of **VISIT DENVER**; ensure **VISIT DENVER** perspective is represented on important local, State and Federal issues.
- Participate as a member of various civic and community boards, associations, commissions and committees where visitor experience and tourism industry may be impacted.
- Disseminate information to partners through a quarterly policy newsletter as well as dedicated email alerts as needed regarding important issues impacting the industry at the local, State and national levels.
- Track progress of the Denver Tourism Roadmap, the organization's 10-year strategic plan, and assist the Strategic Partnerships & Roadmap Board committee and full Board in assessing progress and making updates to achieve the tactics and goals of the plan.
- Other duties and special projects as may be assigned.

THE PERSON

VISIT DENVER seeks a savvy and self-directed professional for this key role. The successful candidate for this **Director – Government & Community Affairs'** role, will be an energetic and strategic professional with the highest ethical standards and appropriate professional image. He/she will maintain political neutrality and be able to establish trust, credibility and rapport with a wide-variety of stakeholders. Passionate alignment with the mission of **VISIT DENVER** in supporting the Denver metropolitan area, the hospitality and tourism industry is a must. The Director must be a capable facilitator who exercises solid judgment in driving the **VISIT DENVER's** strategic objectives.

PROFESSIONAL EXPERIENCE/QUALIFICATIONS

- An undergraduate degree in Political Science, Government Affairs or other relevant field of study is required.
- Significant (minimum of five years) government affairs and/or community/public relations experience with a solid understanding of policy development, advocacy,

election campaigns, legislative process, community engagement and coalition building.

- Experience or gravitas to serve as a respected liaison of organization to external stakeholders including elected officials, the business sector, community organizations and other diverse constituencies.
- A solid understanding of board governance best practices and, ideally, personal experience having served on a nonprofit or for-profit board.
- A demonstrated commitment to civic responsibility.
- A passionate personal alignment with the vision and mission of **VISIT DENVER**.

PERSONAL CHARACTERISTICS

- Strong leadership skills as member of senior leadership team, including strategic planning, proactive self-starter, and a collaborative team builder.
- Excellent verbal and written communication skills including public speaking, presentations, newsletters, issue briefs, talking points and messaging.
- Possess political savvy and understand political sensitivities; ability to establish an environment of mutual trust and respect and work effectively with differing perspectives.
- Strong interpersonal skills, maturity, good judgment and capable of communicating in a professional manner with a diverse range of individuals; maintain professional presence. Ability to analyze complex policy issues and distill impacts to organization and industry; translate policy into actionable steps for organization, Board and others.
- Efficient and proven organizational skills; detail-oriented; proven problem analysis and resolution skills; exceptional analytical skills.
- Highly motivated self-starter; ability to take initiative with projects; ability to work both collaboratively and independently.
- Ability to prioritize and manage multiple priorities/projects/responsibilities simultaneously while meeting stringent deadlines.
- Reliable, dependable, flexible and responsive.
- Proficient technology application skills; advanced MS Office Suite, Internet Explorer and Client Management skills.
- Ability to travel locally and domestically.
- Ability to work nights and weekends, as needed, on a regular basis.

COMPENSATION

VISIT DENVER will offer the successful candidate a competitive base compensation and benefits package. The targeted range for this role is \$115,000 to \$135,000. Benefit offerings include which include medical, dental, vision, life and disability insurance, 401(k) retirement savings plan with discretionary company match, Flexible Spending Accounts for Medical, Dependent, and Commuter (FSA), Employee Assistance Program (EAP), a Transportation/Parking subsidy and Identify Theft protection. **VISIT DENVER** also offers a generous paid time off (vacation, sick leave and holidays) policy.

NON-DISCRIMINATION

Our client and EFL Associates are dedicated to the principals of Diversity, Equity and Inclusion, as well as Equal Employment Opportunity. We prohibit unlawful discrimination against applicants or employees on the basis of age, race, sex, color, religion, national origin, sexual orientation, gender identities, disabilities, or any other applicable status protected by law or that fosters any acts of racial prejudices or injustices.

EFL ASSOCIATES
Metropoint 1
4600 S. Ulster Street, Suite 900
Denver, CO 80237
Ph: 303-779-1724
www.eflassociates.com

Daniel J. Cummings, SVP & Managing Director
Ph: 720-200-1765 / dcummings@eflassociates.com