



## Plumas County - Feather River Tourism Association's Executive Director

The Feather River Tourism Association is seeking qualified applicants who are interested in working in the following fields or similar areas:

Public Relations	Marketing	Communication
Website promotion	Strategic Planning	Financial oversight

### Feather River Tourism Association

The Feather River Tourism Association, a 501c6 corporation, manages the Feather River Tourism Marketing District (FRTMD) that began operation January 1, 2021. The Executive Director position is a full time position at 40 hours/week with the duties and responsibilities outlined in the job description. The 3-year Strategic Plan, FRTMD Management Plan, and related information about the district can be found at [www.FeatherRiverTourism.com](http://www.FeatherRiverTourism.com).

40/hrs week at \$50,000 - \$60,000 (vacation, sick leave, and medical benefits)

### Important dates:

**Deadline to apply:** Open until filled. We hope to have selected a candidate by the end of November, 2022.

**Work location:** Presently virtual location but could accommodate a temporary office if necessary.

### How to Apply:

Request a detailed job description from [karen.kleven@discoverplumascount.org](mailto:karen.kleven@discoverplumascount.org). Please send your resume and a cover letter expressing your interest to [karen.kleven@discoverplumascount.org](mailto:karen.kleven@discoverplumascount.org). Questions can be addressed to Karen Kleven, Chair of the FRTA Board of Directors.

### Summary of Position:

At the discretion of the Feather River Tourism Association Board of Directors, the Executive Director's role is to create and manage a comprehensive program of tourism development and promotion for the Feather River Marketing District (FRTMD), which includes Lake Almanor Basin, Quincy, Bucks Lake, the Feather River Canyon and Indian Valley. The primary responsibility of this position is to grow tourism-related revenues in the FRTMD through the effective use of strategic planning, budgeting, creative marketing, leadership skills, community assets, industry knowledge and relationships, and evolving tourism practices.

It took six years by FRTA volunteers to have the tourism district approved and lodging provider assessments began on January 1, 2021. This position will be critical to the success of FRTA and tourism promotion in the District.

**Desired qualities:** Applicants should be familiar with Plumas County and interested in playing an important part in creating a more thriving local economy. This position will require a person who can work independently, is not afraid to ask questions, and can balance diverse tasks from administrative to long range strategic planning.

Feather River Tourism Association is an equal opportunity employer.