



Director of Destination Development & Industry Education

Job Title: Director of Destination Development & Industry Education
Organization: Visit Albuquerque
Location: Albuquerque, NM
Compensation: \$78,071 - \$97,589
TO APPLY: Email resume to staffing@valliant.com

Visit Albuquerque is seeking an experienced, forward-thinking Director of Destination Development & Industry Education to lead the charge in bringing our Destination Master Plan (DMP) to life — a bold, 10-year vision outlining strategies for creating compelling and unforgettable visitor experiences and elevating Albuquerque as a must-visit destination.

This high-impact role calls for a strategic project manager, with an established network within one of the initiative areas prioritized in the DMP: Indigenous Experiences, Culinary & Brewery Tourism, Outdoor Recreation, Arts & Culture Heritage Tourism, Events & Festivals, Downtown Development & Activation, Transportation & Connectivity, Workforce Development, Safety & Security, or Venues & Facilities. [Learn more about the Destination Master Plan.](#)

If you're passionate about placemaking, community collaboration, and turning visionary strategies into vibrant realities, this is your opportunity.

At Visit Albuquerque, employees enjoy a collaborative, team-driven culture, professional growth opportunities, a competitive compensation and benefits package, all while engaging with some of the most exciting events and initiatives shaping our city.

Help Shape the Future of Albuquerque as a Premier Travel Destination! Learn more at visitalbuquerque.org

KEY RESPONSIBILITIES:

- Strategic Planning & Implementation
 - Review, evaluate and strategically execute the DMP in alignment with the Organization's and Industry's goals.
 - Monitor external policies, developments, and initiatives that may impact DMP initiatives and keep the Executive Leadership team informed on key updates.
 - Formulate and implement the action items outlined in DMP, including coordination with partner agencies.
 - Establish key performance indicators to track progress and ensure completion of goals.
 - Oversee the facilitation of the Tourism Grant Program to highlight initiatives that tie into the DMP

- Industry Outreach & Communications
 - Actively cultivate and develop industry relationships, including with current and prospective Visit Albuquerque partners.
 - Participate in industry associations to develop strategies and alliances and build support for Visit Albuquerque's initiatives.
 - Respond to and resolve destination-related inquiries and concerns from residents and visitors.
- Policy & Legislation
 - Make recommendations regarding policy and initiatives that could positively benefit action in the DMP.
 - Coordinate with President & CEO regarding communication with elected leaders and their teams on industry opportunities and issues.

QUALIFICATIONS

- Bachelor's degree in hospitality, business administration, or related field.
- Five (5) years of sales experience in project management, community engagement, government relations, hospitality, or a related field.
- An established network in one of the priority initiatives in the DMP including, food & beverage, outdoor recreation, arts & culture, events & festivals, economic development, transportation & infrastructure, workforce development, or community safety.
- Knowledge and appreciation of Albuquerque.
- Experience managing multi-year projects or programs.
- A strong customer service mindset and the ability to build relationships with a variety of stakeholders.
- Excellent communication, networking, and presentation skills.
- Embody our three key virtues: "humble, hungry, and smart".
- An entrepreneurial spirit with a willingness to pitch in where needed.

PREFERRED QUALIFICATIONS

- Knowledge of Hospitality, Convention or Tourism industries.
- Experience with the grant process either in grant making or receiving.

This position will require occasional overnight travel, as well as the ability to work evenings, weekends, or holidays as needed.

Note to Applicants: This search is being conducted by Grace Lerner and Kim DeFilippis of Valliant Consulting Group. Successful candidate must be able to pass an in-depth background.

TO APPLY: Please send a resume to Valliant Consulting Group at staffing@valliant.com with "Director of Destination Development Application" in the subject line. If you require reasonable accommodations, please reach out to us and we will be happy to work with you. Visit Albuquerque is an equal opportunity employer.