



RECRUITMENT BROCHURE:
Chief Executive Officer (CEO)
Visit Yosemite | Madera County (VYMC)
Oakhurst, California



Position Overview

Visit Yosemite | Madera County is seeking a visionary and collaborative leader to serve as its next Chief Executive Officer. This role offers a unique opportunity to guide the destination marketing organization (DMO) for Yosemite's southern gateway—one of California's most iconic and dynamic travel regions.

The CEO will build on the strong foundation established under outgoing CEO Rhonda Salisbury and lead the organization into its next chapter of strategic growth, sustainability, and global visibility.

About Visit Yosemite | Madera County

Visit Yosemite | Madera County (VYMC) is the official destination marketing organization representing Yosemite's southern gateway and Madera County businesses. VYMC promotes year-round visitation through innovative marketing, travel trade development, stakeholder engagement, and stewardship initiatives.

From world-renowned natural wonders to vibrant local communities, VYMC plays a central role in shaping the visitor experience and supporting the region's tourism-driven economy.



Key Responsibilities

Strategic Leadership

- Develop and execute a long-term vision and strategic plan that advances tourism in Madera County
- Position the destination competitively in domestic and international markets
- Lead brand development and ensure consistency across all platforms and campaigns
- Identify emerging trends and opportunities to drive sustainable visitation

Organizational Leadership

- Provide strong leadership and clear direction to staff & volunteers, fostering a collaborative, high-performing team culture
- Oversee daily operations, budgeting, and financial management
- Ensure organizational effectiveness, accountability, and transparency

Stakeholder & Community Engagement

- Serve as the primary ambassador for VYMC with local businesses, government agencies, and community organizations
- Build and maintain strong relationships with tourism partners, including lodging, restaurant, retail, attractions, and hospitality businesses
- Collaborate with regional, state, and national tourism organizations

Marketing & Sales Oversight

- Guide integrated marketing strategies including digital, media, public relations, and content development
- Support travel trade, group sales, and international market development
- Ensure alignment with key campaigns such as seasonal itineraries and destination branding initiatives

Advocacy & Stewardship

- Champion responsible tourism practices, including sustainability and “Leave No Trace” principles
- Advocate for tourism’s economic impact at the local and state level
- Support initiatives that enhance visitor experience while protecting natural and community resources

Board Relations

- Work closely with the Board of Directors to set priorities and report on organizational performance
- Provide regular updates, insights, and recommendations to support informed decision-making

Finance

- Oversee financial stewardship including budgeting, forecasting, revenue strategy, and responsible management of public funds
- Protect and strengthen the TBID model by keeping communication clear, sharing ROI in a way partners can use, and building solid relationships with lodging, retail, restaurant, activity partners and public land agencies
- Evaluate campaign, event, and program returns, reallocating funding to the most effective opportunities
- Maintain strong financial controls including clean audits and healthy reserves
- Clearly communicate the economic impact of tourism to residents, partners, and policymakers
- Manage monthly Profit and Loss reports and spearhead annual financial audits



Qualifications

Required

- Bachelor's degree in business, marketing, hospitality, public administration, or related field OR equivalent job experience
- Senior leadership experience, ideally within tourism, hospitality, or a destination marketing organization
- Proven success in strategic planning, team leadership, and organizational management
- Strong financial acumen, including budgeting and revenue oversight
- Exceptional communication and public speaking skills

Preferred

- Experience working with or for a DMO, tourism board, or economic development organization

- Knowledge of California tourism markets and Yosemite National Park visitation dynamics
 - Experience with travel trade, international marketing, and partnership development
 - Familiarity with sustainable tourism practices and community-based tourism initiatives
-

Key Attributes

- Visionary and forward-thinking
 - Collaborative and relationship-driven
 - Strategic yet hands-on
 - Passionate about tourism, community, and the outdoors
 - Skilled communicator and storyteller
-

Compensation & Benefits

- Competitive salary commensurate with experience
- Benefits package including health, retirement, phone allowance, vacation & sick pay
- Opportunity to lead a high-impact organization in a globally recognized destination



How to Apply

Interested candidates should submit a resume and cover letter outlining their qualifications and vision by September 1, 2026, for the role to:

Rhonda Salisbury
Visit Yosemite | Madera County
40343 Highway 41, Oakhurst, CA 93644
(559) 683-4636
Rhonda@YosemiteThisYear.com

Interview timeline: October 2026

Hiring timeline: November/December 2026