



## Job Announcement

FRTA Executive Director Position  
30 – 40 Hours/Week  
\$35 – \$45/Hour  
Hybrid work schedule potential

We seek a visionary and experienced Executive Director (ED) to lead and oversee operations of the Feather River Tourism Association (FRTA).

The FRTA is a 501(c)(6) corporation that manages the Feather River Tourism Marketing District in association with the lodging providers of the Lake Almanor Basin, Indian Valley, Feather River Canyon, Quincy, and Bucks Lake areas.

Our Mission: To increase visitation to our lodging providers by providing results-oriented marketing, advertising, and tourism resources.

Our Vision: To realize our area's full potential as a travel destination — to improve the quality of life of the people of our communities through an improved economy while preserving our natural resources, and drive a new era of development, growth, and opportunity for our residents and business community.

### Responsibilities:

- **Stakeholder Collaboration:** Build and maintain relationships with key stakeholders, including tourism industry partners, local businesses, community organizations, and government agencies to foster support for the organization's initiatives (*develop and promote sustainable tourism practices that protect the environment, preserve cultural heritage, and benefit local communities*).
- **Leadership & Supervision:** Provide leadership and guidance to the organization, including managing staff, contractors, volunteers, and partnerships to ensure the effective program and service delivery.
- **Marketing Oversight:** Oversee development and execution of marketing and promotional strategies to attract visitors, raise awareness of local attractions, and showcase the unique experiences our communities offer.
- **Strategic Planning:** Assist in developing, updating, and implementing a strategic plan to advance the organization's mission and goals.

- Financial Management: Manage the organization’s budget, financial resources, and reporting requirements, ensuring transparency, accountability, and compliance with applicable regulations.
- Other:
  - Monitor industry trends, market conditions, and regulatory changes impacting the tourism sector.
  - Represent the organization, along with the Board of Directors, at industry conferences, community events, and public forums to advocate for tourism initiatives.

**Requirements:**

- Experience in a leadership role within the tourism industry, nonprofit sector, or a related field, demonstrating proven leadership and management skills and the ability to inspire a team, build collaborative relationships, and drive results.
- Good communication and interpersonal skills, with the ability to engage and influence stakeholders at all levels. Includes good to excellent written & oral communication skills.
- Proficiency in using technology and digital tools to create & enhance marketing and communication efforts.
- Experience in budget management and financial reporting.
- Knowledge and understanding of the tourism industry, including trends, best practices, and sustainability principles *preferred*.
- Bachelor’s degree in tourism management, business administration, nonprofit management, or related field, *preferred*.

Mail or email resume (include references) to:

Feather River Tourism Association  
PO Box 1307, Quincy, CA 95971

-or-

[admin@plumascounty.org](mailto:admin@plumascounty.org)

For more information about the position, contact Susan Bryner, FRTA Board Chair, at [info@featherrivertourism.com](mailto:info@featherrivertourism.com). The position is open until April 30, 2024 (extended).

*Feather River Tourism Association*  
PO Box 1307 Quincy, CA 95971 • 530.280.7187  
*PlumasCounty.org • FeatherRiverTourism.com*

Revised 4/15/2024