

## Job Announcement

### **Cultural Tourism DC Executive Director**

(Posted: December, 2006)

Cultural Tourism DC in Washington, DC, has retained Slesinger Management Services to recruit a seasoned leader and manager to serve as executive director. This is an exceptional opportunity for an individual with fundraising, program development, and other management and leadership skills to strengthen a young organization concerned with local history and culture, neighborhood revitalization, and economic development in the District of Columbia. Applications will be accepted until this position is filled.

#### **The Organization**

Cultural Tourism DC (CTdc) is a nonprofit organization whose mission is to strengthen the image and economy of Washington, DC, neighborhood by neighborhood, by linking 185 DC cultural and neighborhood organizations with partners in tourism, hospitality, government, and business. CTdc offers an innovative model for maximizing the economic impact of cultural tourism in urban neighborhoods, and helps residents and tourists discover and experience Washington's authentic arts and culture.

With 185 members including the Textile Museum, Hillwood Museum and Gardens, Frederick Douglass National Historic Site, National Gallery of Art, Pope John Paul II Cultural Center, Smithsonian American Art Museum, Gala Hispanic Theatre, and Shakespeare Theatre, Cultural Tourism DC's objectives are to:

- Increase awareness of local cultural institutions among visitors and residents;
- Promote pride and appreciation for Washington's arts and heritage;
- Serve as a resource for neighborhoods seeking to develop their cultural tourism potential; and
- Create more tax revenue, jobs, and business opportunities for the city.

Cultural Tourism DC's programs reflect the broad spectrum of its mission:

- Neighborhood Heritage Trails
- African American Heritage Trail
- Art on Call, a citywide initiative to restore abandoned fire and police call boxes as community art
- Annual citywide promotions offered in partnership with the Washington, DC Convention and Tourism Corporation
- Tourism-driven community development projects in neighborhoods such U Street and Columbia Heights.
- Publication of maps, brochures, and a major cultural tourism website.

CTdc works closely with other organizations and agencies in the city, such as business improvement districts (BIDs), the Office of the Deputy Mayor for Planning and Economic Development, the Washington, DC Convention and Tourism Corporation, and the District of Columbia Chamber of Commerce.

Cultural Tourism DC was founded in 1996. It currently has a staff of 16 (12 fulltime and 4 part-time); its operating budget in 2007 will be \$1.7 million. Funding comes primarily from government contracts and grants from foundations, corporations, and individuals. It is governed by a board of directors made up of 15 individuals with personal or professional interest experience in cultural tourism.

To learn more about Cultural Tourism DC, please see [www.CulturalTourismDC.org](http://www.CulturalTourismDC.org).

### **Principal Responsibilities of the Executive Director**

The overriding responsibility of the executive director is to grow the organization so that it can carry out its ambitious mission successfully over the coming years. In particular, the executive director will be responsible for working with the board and staff to create a new strategic plan that will guide the organization's work over the next several years.

Key responsibilities will include:

- Creating and carrying out programs consistent with the new strategic plan
- Raising money from a variety of sources, including both government as well as private donors and earned income activities.
- Strengthening the infrastructure, including its financial management and human resources functions.

### **Desired Skills and Personal Characteristics**

To be successful, the executive director should be:

1. Passionate about Cultural Tourism DC's mission. Professional experience in economic development, tourism, or with cultural organizations is preferred, but not required as long as commitment to the mission can be demonstrated through relevant experience and knowledge.
2. Familiar with the District of Columbia, including its governance, diverse neighborhoods, and local history.
3. A successful fundraiser, especially in the Washington, DC, metropolitan area, with a track record that includes having secured grants and contributions from foundations, corporations, and individuals. The organization hopes to increase the percentage of its budget that comes from private sources while maintaining its support from the DC and federal government.
4. An excellent communicator who can establish credibility with donors, government officials, leaders of cultural organizations, business groups, and the media.

5. Adept at forming coalitions among cultural organizations, and partnerships with neighborhood economic development organizations, retailers, developers, the hospitality industry, and relevant local and federal government agencies.
6. Capable of both thinking strategically and putting together detailed operating plans to turn good ideas into well-executed activities.
7. Knowledgeable about the effective management of mission-driven nonprofit organizations, including program development, financial management, and board development.
8. A skilled leader of people, especially able to attract, develop, and retain a first-class staff.
9. Able to develop a strong working relationship with a board of directors made up of diverse individuals dedicated to the success of the organization.

### **Compensation**

Salary will be commensurate with experience and qualifications. Compensation also includes a comprehensive benefits package.

### **To Apply**

Please **e-mail** (or mail):

- 1) cover letter that explains why you're interested and qualified,
- 2) resume, and
- 3) three-year salary history (which will be held in strict confidence) to:

Larry Slesinger  
Slesinger Management Services  
5016 Westpath Terrace  
Bethesda, MD 20816  
Tel.: 301-320-0680

E-mail: [Larry@SlesingerManagement.com](mailto:Larry@SlesingerManagement.com)

(please include "Cultural Tourism" in subject line;  
attached files in Microsoft Word or PDF only)

All applications will be acknowledged promptly as long as an e-mail address is provided.

(This job announcement can also be found at [www.SlesingerManagement.com](http://www.SlesingerManagement.com).)

*Cultural Tourism DC is an Equal Opportunity Employer.*