



EXECUTIVE DIRECTOR

Are you ready to lead one of the most iconic destinations in the Midwest? The Hocking Hills Tourism Association (HHTA) is seeking a dynamic and visionary Executive Director to guide the future of Ohio's premier outdoor adventure region. With breathtaking landscapes, more than 5 million annual visitors, and a community deeply invested in sustainable tourism, this is a rare opportunity to shape the next chapter of a world-class, nature-based destination.

About the Organization

HHTA is a 501(c)(6) nonprofit dedicated to promoting responsible tourism and balancing economic growth with preservation of the region's natural and cultural treasures. The organization manages a **\$3 million** annual budget, and the Executive Director leads a team of **six full-time professionals** across marketing, communications, visitor services, finance, and community engagement. Signature initiatives include:

- The Destination Investment Fund, powered by lodging tax revenue, allows HHTA to invest in projects that benefit both residents and visitors. Since 2021, this initiative has helped local nonprofits including renovation of a historic theater, launch of the Hocking Hills Children's Museum, and expansion of local arts programming.
- Tourism Impact Emergency Services (TIES) Grant, a first-of-its-kind program that reinvests lodging tax revenue into local fire, EMS, law enforcement, and rescue agencies to strengthen public safety in response to increased visitation.

Key Responsibilities

- Inspire and lead HHTA in advancing its mission of sustainable tourism and destination stewardship.
- Serve as the face and voice of the organization locally, statewide, and nationally.
- Oversee operations, team leadership, and financial management with an entrepreneurial mindset.
- Design and deliver marketing and growth strategies that expand visitation and strengthen the Hocking Hills brand.
- Cultivate strong partnerships with government leaders, community organizations, and industry stakeholders.
- Champion innovative approaches to visitor management, community engagement, and destination sustainability.

Compensation

Competitive salary and benefits package, commensurate with experience.

To apply or learn more, contact:

Interested candidates should submit a cover letter, references, and résumé by **November 13, 2025** to: hockinghills@winnerpartners.net



Qualifications

- Proven leadership experience in destination marketing and management, economic development, or related sectors.
- Experience leading teams, managing budgets, and navigating complex stakeholder relationships.
- Exceptional communication and relationship-building skills with the ability to inspire confidence and trust.
- Knowledge of and experience in tourism, hospitality, or event management required.
- A creative, collaborative leader who thrives at the intersection of growth, stewardship, and community impact.

The Ideal Candidate

This is not just a leadership role - it's a chance to make a lasting impact. The next Executive Director will bring fresh energy, bold ideas, and a collaborative spirit to grow HHTA's reach while protecting what makes Hocking Hills extraordinary. If you're a strategic thinker with a passion for people and place, this role offers the platform to lead one of the nation's most distinctive destinations.