

EXPLORE  
**ELK GROVE**

**Executive Director**

**APPLICATION INSTRUCTIONS**

Interested candidates should submit a cover letter and resume to [HR@ExploreElkGrove.com](mailto:HR@ExploreElkGrove.com). The application deadline is April 3, 2026.

**ABOUT EXPLORE ELK GROVE**

Elk Grove is a dynamic and diverse community of more than 180,000 residents and one of the fastest-growing cities in California. Known for its culinary scene, agricultural roots, outdoor recreation, and strong community spirit, Elk Grove offers a unique blend of suburban charm and urban accessibility within the greater Sacramento region. As the city continues to grow, tourism plays an increasingly important role in supporting local businesses, events, and community vitality.

**POSITION SUMMARY**

Explore Elk Grove, the city's official destination marketing organization, is seeking an experienced and visionary Executive Director to lead the organization into its next chapter of growth and opportunity.

The Executive Director will serve as the chief executive of Explore Elk Grove, responsible for overseeing the organization's strategic direction, operations, marketing initiatives, and partnerships that drive visitation and economic impact. The ideal candidate is a strategic leader, collaborative partner, and passionate advocate for tourism who understands the power of destination storytelling and regional collaboration.

Reporting to and working closely with the Explore Elk Grove Board of Directors, the Executive Director will lead the organization's strategic efforts to increase visitation, strengthen the visitor economy, and elevate Elk Grove's visibility as a destination. The Executive Director oversees a talented professional staff of four and manages an annual budget of more than \$1 million funded through the Elk Grove Tourism Marketing District (EGTMD).

The next leader of Explore Elk Grove will guide marketing initiatives, partnerships, and destination development strategies that enhance Elk Grove's reputation and visitor experience. The role requires a high level of expertise in destination marketing, financial oversight, community engagement, and team leadership. The Executive Director will work closely with city leadership, regional tourism partners, hospitality businesses, and community stakeholders to advance the city's tourism goals.

This position requires a visionary leader, strategic thinker, and relationship builder who can successfully collaborate across sectors while positioning Elk Grove within the broader regional tourism landscape.

**KEY RESPONSIBILITIES**

**Organizational Leadership**

- Provide overall leadership and management for Explore Elk Grove, including implementation of the organization's strategic plan, business initiatives, and operational priorities.
- Lead and support a professional team of four staff members, fostering a collaborative and high-performing work environment.
- Ensure operational excellence across sales, marketing, events, partnerships, and tourism development initiatives.

## **Board Relations & Governance**

- Serve as the primary liaison to the Explore Elk Grove Board of Directors.
- Prepare board materials, strategic updates, and financial reports while ensuring strong governance and organizational accountability.
- Work collaboratively with board members to advance the organization's strategic goals.

## **Destination Marketing & Brand Development**

- Oversee the development and execution of marketing strategies that promote Elk Grove as a premier visitor destination.
- Guide brand development, digital marketing, media relations, and visitor engagement initiatives.
- Position Elk Grove as a regional destination known for its culinary experiences, agricultural heritage, cultural diversity, outdoor recreation, and community events.

## **Industry Representation, Partnerships & Regional Collaboration**

- Serve as the public face and spokesperson for Explore Elk Grove.
- Represent the organization at tourism industry conferences, community meetings, and regional partnerships.
- Advocate for the value of tourism and its economic impact within the community.
- Develop and maintain strong relationships with key stakeholders.
- Support collaborative marketing efforts and initiatives that strengthen Elk Grove's role within the regional tourism economy.

## **Tourism Development & Economic Impact**

- Identify opportunities that increase overnight visitation and visitor spending.
- Support tourism-related economic development initiatives and destination enhancements.
- Collaborate with regional partners to attract events, festivals, and experiences that elevate Elk Grove's profile.

## **Financial Stewardship**

- Manage the organization's annual budget of more than \$1 million and ensure responsible stewardship of EGTMD funds.
- Provide transparent financial reporting and oversight while maximizing the return on marketing and program investments.

## **QUALIFICATIONS & EXPERIENCE**

- Bachelor's degree in tourism management, hospitality, marketing, communications, or related field preferred.
- Minimum of 8+ years of professional experience ideally within tourism or destination marketing including a portion in senior management or leadership roles.
- Prior experience supervising staff.
- Experience supporting boards or committees in compliance with the California Brown Act, including public notice requirements, agendas, and meeting procedures.
- Valid driver's license and reliable transportation required.

## **SKILLS & LEADERSHIP QUALITIES**

- Strategic leadership and vision
- Destination marketing expertise
- Financial management and budgeting
- Community engagement and partnership development
- Strong communication and public speaking skills
- Ability to work collaboratively with public and private sector stakeholders
- Experience managing teams and complex initiatives

## **WORK ENVIRONMENT & PHYSICAL REQUIREMENTS**

- Monday–Friday, 8:00 AM – 5:00 PM, with occasional evenings, weekends, and holidays required for events and community engagements.
- Ability to lift and carry up to 50 pounds on occasion.
- Ability to sit, stand, walk, bend, and reach for extended periods.
- Must be able to operate a computer and standard office equipment.

## **COMPENSATION & BENEFITS**

- Annual Base Salary Range: \$125,000 - \$150,000 (Based on experience). Position is exempt.
- Medical, dental, vision and life insurance. After first 90 days of employment.
- 401k with up to 4% match. After first 90 days of employment.
- Annual performance bonus
- Cell Phone Reimbursement - \$100 per month
- Vacation – Ten (10) days per year, accrual starts after first 90 days of employment.
- Paid Personal Days – 4 days annually. After first 90 days of employment
- Sick Time – 5 days annually.
- Generous Paid Holiday Schedule – 13 days annually

Explore Elk Grove is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local law.