Vacancy Announcement
Senior Vice President, Smithsonian Travel
Senior Level Trust (Non-Federal) Position

SE-24-0141

Announcement Closes on July 5, 2024

Duty Location: Washington, DC

This position is open to all qualified candidates eligible to work in the U.S.

The Smithsonian Institution, the world’s largest museum and research complex, maintains and exhibits the National Collections and welcomes some 30 million visitors per year to its museums. Smithsonian Enterprises (SE) is a revenue-generating unit of the Smithsonian Institution, responsible for raising annual unrestricted funds to support the mission of the Smithsonian. Smithsonian Enterprises oversees the Media Group, Retail Group, Ecommerce, Smithsonian Journeys (travel program) and Licensed Products. These revenue generating activities support and further the Smithsonian mission of “the increase and diffusion of knowledge” providing revenue to support the exhibition and research programs of the Smithsonian.

The SVP, Smithsonian Travel, will provide overall leadership, strategy, and accountability for all aspects of the Smithsonian Travel Division. The SVP will develop and execute business strategies, programs and activities which generate mission and non-mission related sales and profits. The incumbent will be responsible for developing a connection to the Smithsonian’s substantive culture when making decisions regarding co-branding of products or services with the Smithsonian name.

MAJOR RESPONSIBILITIES

Under the supervision of the President, Smithsonian Enterprises, the incumbent will oversee directly or through subordinates the following:

- Builds a long-term strategy for the implementation and growth of Smithsonian travel related products and services geared towards audiences of adults, students and families. Goal is to maximize revenue while clearly establishing Smithsonian Travel as a global leader in cultural travel for diverse audiences.
- Develop a cohesive travel strategy that leverages all SE business activities, as appropriate. Work in partnership with SE Unit Heads (Media, Retail and Consumer Products) to create a robust assortment of travel related opportunities.
- Build a travel product portfolio and ancillary products that maximize the opportunities for Smithsonian visitors, consumers and travelers.
- Builds an annual and long-term marketing, customer acquisition and digital (web, mobile, etc.,) strategies that builds awareness and drives revenue for the travel businesses.
• Responsible for annual revenue and net gain targets, while minimizing risk, controlling expense, working within the Smithsonian Institution’s established policies and guidelines, and using resources efficiently in order to maximize travel’s financial contribution.

• Seek pan institutional synergies (e.g. Office of Advancement, Museum Boards and donor groups), as appropriate, to enhance and strengthen SE’s travel platform.

• Identify appropriate outside partnerships opportunities and distribution channels designed to maximize Smithsonian Travel’s reach and revenue potential.

• Unify components of SI travel into a coherent brand with a consistent and appropriate brand voice.

• Maintain top-line relationships with new and existing partners. Assist in troubleshooting as necessary.

• Responsible for all contracts associated with operators and 3rd party providers for travel services.

Qualifications & Experience:
Bachelor’s degree (B.A. or B.S.) from a four-year college or university and at least 15 years of related experience, equipping the candidate with the particular knowledge, skills, and abilities to perform successfully the duties of the position. Master of Business Administration (MBA) preferred.

The position requires an outstanding business executive with demonstrated travel and business experience with direct experience in Education Travel, a plus. The executive’s background and style should enable close connections to the Smithsonian’s substantive leaders effectively and enthusiastically.

• Strong knowledge of educational programming and tour planning, goals and administration.

• Solid financial management skills and a record of effectively and accurately managing the business aspects of a travel organization.

• Proven experience in building and successfully executing against business strategies and plans.

• Proven skill in establishing future business direction including formalizing long range strategic plans that define organizational goals and assessing internal/external environmental factors that may impact success.

• Knowledge of marketing theories and techniques such as determining how and where to sell and promote the company’s product offerings, identifying target markets and customer needs. This includes consumer and database marketing techniques.

• Metrics driven (financial performance, customer engagement, KPIs)

• Experience with contracts and contract negotiation.

• Must have advanced computer skills and ability to independently create memorandums, reports, spreadsheets for business analysis and presentations to senior management, staff and outside companies.

• Proven ability to work within a complex organizational structure.

• Well-developed analytical and critical thinking skills, excellent oral (including public speaking) and written communication abilities, and an entrepreneurial yet disciplined management style, and have a reputation for conducting themselves with integrity, both personally and professionally.

• Strong management skills in hiring and developing a team, managing change, and creating a positive employee experience. The ability to lead and inspire diverse teams of personnel to achieve company's stated goals.

• Must be able to travel both domestically and internationally, 25% of the time.

Applicants, who wish to qualify based on education completed outside the United States, must be deemed equivalent to higher education programs of U.S. Institutions by an organization that specializes in the interpretation of foreign educational credentials. This documentation is the responsibility of the applicant and should be included as part of your application package.
Any false statement in your application may result in your application being rejected and may also result in termination after employment begins.

**Compensation:**
This is an outstanding career opportunity for an individual interested in a genuine professional challenge. A competitive compensation and benefits package is being offered. No relocation expenses will be paid.

**HOW TO APPLY**

**Who may be considered for employment:** All qualified candidates eligible to work in the United States. The Smithsonian provides reasonable accommodations to applicants with disabilities. If you need a reasonable accommodation for the application or hiring process, please call 202-633-6409 (TTY).

All interested parties should submit a cover letter, resume and salary requirements by e-mail directly to SECareers@si.edu. This announcement closes July 5, 2024.

The Smithsonian Institution is an **Equal Opportunity Employer**. Women, minorities, people with disabilities and candidates of all backgrounds are encouraged to apply.

The individual selected for this position is subject to fingerprinting and a full-field background investigation and will be required to file a confidential statement of employment and financial interests. This position is subjected to the Smithsonian Institution’s Standards of Conduct, the Smithsonian Statement of Values and Code of Ethics, as well as the policies established by the Board of Regents and the Smithsonian administration including Senior Level compensation policy. Employment in this position prohibits from serving on the boards of for-profit corporations.

**YOUR PRIVACY IS PROTECTED**

**Trust Applicants Demographic Form**
Thank you for your interest in the Smithsonian Institution and this Trust Hiring position. The Smithsonian is requesting your response to this optional equal opportunity survey. The information is used to determine if our equal opportunity efforts are reaching all segments of the population that is consistent with Federal equal employment opportunity laws. Your responses will not be shown to the panel rating the applications, to the selecting/hiring official, or anyone else who can affect your application in the hiring process. This form will not be shared with the hiring official or placed in your official personnel file should you be hired.

The aggregate information collected will be kept private to the extent permitted by law. No personally identifiable information will be requested on the form and the information collected will not be attributable to you.

Please complete the optional Trust Applicants Demographic Form at [https://www.si.edu/ohr/jobs_public/trust-eeo/jr/se-24-0141](https://www.si.edu/ohr/jobs_public/trust-eeo/jr/se-24-0141)