COMMUNITY ENGAGEMENT MANAGER

GENERAL STATEMENT OF RESPONSIBILITIES

Performs professional work executing initiatives defined by the Executive Director specific to servicing the enhancement of visitor and community relations and strengthening relationships between visitors, the tourism industry, and residents. Work involves developing and coordinating partner engagement programs, collaborating with non-profit organizations in community outreach efforts and special projects, increasing engagement and partnerships within the community and schools, and implementing the strategic plans, initiatives, and projects of the long-range tourism management plan to support achievement of organizational goals.

ESSENTIAL JOB FUNCTIONS

• Develop and implement a community engagement strategy to meet the strategic goals for the organization in collaboration with the Director.
• Lead the implementation of strategic plans, projects, and initiatives recommended in the long-range management plan.
• Develop and lead programs and efforts to educate visitors and attract those interested in stewardship of the destination and contributing to community-building efforts.
• Identify and recommend community-focused partner support opportunities; proactively develop relationships with various municipality and community groups, associations, and non-profits that include or impact tourism partners.
• Assist in efforts to connect visitors with area non-profit organizations to support their work.
• Work with staff on feasibility and implementation of these opportunities to add authentic and unique visitor experiences in alignment with the strategic imperatives.
• Lead efforts to further a voluntourism strategy; collaborate with non-profit organizations to coordinate efforts to create and provide voluntourism opportunities.
• Research, plan and develop a comprehensive visitor education program.
• Develop and implement programs to educate students about careers in the tourism industry.
• Coordinate efforts to educate the public on the OBVB’s role in the community and the positive impacts of tourism.
• Represent the Outer Banks Visitors Bureau at meetings of community and business groups and associations, as assigned, and convey relevant news and updates to Bureau staff.
• Advocate for initiatives that preserve the vitality of the shoreline and development that considers sustainability and resident and visitor needs.
• Communicate extensively with economic development officials and industry partners to coordinate and gather support for important tourism related developments consistent with Tourism Board goals.
• Collaborate and partner with other CVB’s, municipalities, Chamber, schools, and non-profit organizations to establish local and regional tourism-related infrastructure opportunities.
• Prepare and maintain partner communication content strategy and coordinate delivery of messaging with OBVB staff.
• Develop, update, and maintain community-facing support content on the industry partner website and through other marketing channels.
• Attend continuing education, conferences, and training for professional development and growth.
• Performs related duties as required.

RECRUITMENT AND SELECTION GUIDELINES

KNOWLEDGE, SKILLS, AND ABILITIES
• Considerable knowledge and understanding of the tourism industry.
• Working knowledge of the community throughout Dare County.
• Working knowledge of marketing small businesses that constitute the majority of tourism partners.
• Ability to engage and lead meetings.
• Ability to develop and implement new projects based on strategic goals.
• Ability to work collaboratively with internal and external partners to build consensus and execute programs.
• Proficiency with Microsoft Office Suite including Word, Excel, and PowerPoint.
• Experience preferred with the database management, email creation and distribution and content creation.
• Ability to use spreadsheets, analyze data, interpret data, and develop visual interpretations of data as well as translate data insights into meaningful information and reports.
• Attention to detail, accuracy, and quality assurance.
• Proven commitment to delivering measurable results and achieving established goals.
• Excellent interpersonal, customer service, organization, planning, and problem-solving skills.
• Ability to effectively manage multiple priorities and adhere to deadlines.
• Skill in presentation and facilitation skills.
• Must be highly organized.
• Ability to establish effective working relationships with coworkers, supervisors, industry partners, community organizations and the general public.

PHYSICAL REQUIREMENTS
• Must be able to perform the basic life operational skills of standing, sitting, walking, reaching, grasping, fingering, talking, hearing, and repetitive motions.
• Must be able to perform light work, exerting up to 20 pounds of force occasionally and/or a negligible amount of force frequently or constantly to move objects.
• Must possess the visual acuity to prepare data and figures, design presentation materials, and operate a computer terminal.

EDUCATION AND EXPERIENCE
Bachelor’s Degree in business administration, hospitality, marketing, communications or a related field and previous experience with a Destination Marketing Organization (DMO) or Convention & Visitors Bureau (CVB) or relevant customer/visitor service management capacity; or an equivalent combination of education and experience.

Position requires a valid NC Driver’s License.