



Job Title:	Brand Journalist Content Specialist and Digital Media Manager		
Reports To:	Director of Marketing	FLSA Classification:	Non-Exempt

FLVC Mission:

To curate, distinguish, and develop Ontario County’s destination brand inspiring travel, creating economic vitality for our stakeholders, and providing quality of life benefits for our residents.

Position Summary:

As storyteller-in-chief, you’ll collaborate to create engaging content in a variety of formats (long form, itineraries, listicles, audio, video, web, email and social stories) for our distinctive audiences.

You are a natural storyteller, with a social DNA.

Your strong organizational, written and presentation skills will be utilized in your role as the “managing editor” for publishing content on VisitFingerLakes.com, FLVC social platforms, print publications, and public speaking engagements.

FLX brand champion

Outstanding visitor experiences, partner satisfaction, and audience joy are the results of your customer service skills, networking abilities and aptitude for travel and business marketing trends. You are an empathetic listener who can translate and inspire travel to and within the region.

People want to vacation with you once you translate the benefits of what we have here in the FLX.

Visitor experience curator and evangelist.

Special Requirements:

- A valid passport and driver license for local, national, and international travel.
- Availability to work evenings, weekends, and holidays as assigned.
- Ability and willingness to travel by any mode of transportation, including self-transport to assigned venues.
- Consistent and engaged access to the communities and places of Ontario County.

Essential Job Duties and Responsibilities: (Additional duties may be assigned)

Content development, Digital Media Management, and Distribution

- Curate, create, deploy and monitor branded content focused on distinctive audiences.
- Amass and deploy a robust collection of photography, video assets, research and trend data that showcases tourism products and experiences and inspires storytelling with facts, color and interest.

- Ensure that accessibility, diversity, equity, and inclusion are woven into the fabric of the organization and our marketing and messaging endeavors.
- Monitor and promote FLVC's online presence on third party, partner, and industry sites, including I Love NY, Finger Lakes Region and industry partners, travel/trade niche markets.
- Management of FLVC's CMS (content management system) and CRM (industry listings, email and microsites) to publish "the best information": content, contacts and digital assets on partner listings and web content pages
- Ongoing development of content that can be leveraged as small assets and micro-copy: landing pages, emails, SEO and micro-copy, memes & infographics.
- Suggest, design and implement campaigns to build brand and engagement.

Publisher and Brand Champion

- Publisher and editor of VisitFingerLakes.com, newsletters, email campaigns, and print publications, as well as our connected microsites and social media channels working within the marketing strategy and goals.
- Social media is leveraged (directly and in coordination with any social media vendors or other FLVC team members) as a tool to generate awareness, communicate with followers, spread content and create evangelists
- Inspire FLX and Ontario County brand awareness through promotion of appropriately branded merchandise and retail integration, visual site merchandising which signals a clear call-to-action and brand engagement with customers.
- Participate in FLVC networking functions to help promote engagement and cooperation in marketing and research endeavors.

Visitor Experience Curation

A curiosity and special interest in mining audience data and customer feedback to develop product and messaging will inspire future travel and productive engagement with our destination and organization.

- Track and leverage leads, nurturing the "friend-building" process
- Oversee visitor information services which counsel, guide, plan and encourage visitation to and within the county, including but not limited to leisure travel, group and affinity travel, and VIP visitors as requested.
- Assist in providing a welcoming atmosphere to our office and to the region
- Develop programs and messaging which extend stay and foster return visitation.
- Produce ongoing reports of visitor volume and interests, year-over-year statistics, visitor profiles and interests, and return on investments for programs.

Other Duties

- Assist in management of related association business, as assigned, including potentially, Roc/FLX Craft Beverage, Canandaigua Lake Wine Trail, or others as developed.

Abilities and Passions (Your Competencies - Our Core Values):

- Strong writing and verbal skills; creative talents; editing skills; attention to detail.
- A DNA for social media, email marketing, and search engine optimization and marketing
- Strong interpersonal skills and the ability to work effectively with a wide range of constituencies in diverse communities.
- A curiosity and special interest in mining consumer trends, audience data and customer feedback to develop product and messaging
- A passion for new technology tools and social media for business.
- Passionate for the Finger Lakes - and Ontario County in particular - with a grounded focus on accessibility, sustainability, diversity, and the integrity of brand.
- Friendly and Fun. An individual with a high likability factor who is genuine, approachable, friendly and fun.
- Laidback and professional. An effective, credible communicator and spokesperson before all audiences.
- Genuine. Strong community, customer service, and social leadership. An active listener who conducts oneself diplomatically in a variety of situations and settings. Seeks to understand the views of others.
- Flexible, and self-motivated with the ability to work independently or on a team, strategically or tactically, guided by the over-arching principles of the organization.

Supervision, Professional Development, and Advancement

- Supervision to assigned interns, part-time employees or project vendors, in particular those interfacing with visitors and/or fulfillment of inquiries. Responsibilities may include planning and assigning work; checking and approving work; instructing and training in work methods.
- Annual professional development opportunities on a wide spectrum of topics are offered

Minimum Qualification Standards:

- Bachelor degree in hospitality, marketing, communications or related field.
- Minimum 1 - 3 years of communications or marketing experience.
- Equivalent combinations of education and work experience will be considered.

Technology Fluency - Equipment, Machines and Software Used:

- Ability to operate various office equipment including computer, printer, telephone, photocopier, mobile technologies, laptops and presentation equipment and technology.
- *Computer Software:* Microsoft Office Professional Suite, Simpleview website CRM and CMS, MailChimp. Flexibility to adopt content sharing platforms which may be introduced including, but not limited to Google document sharing and Microsoft 365. Familiarity with Adobe Creative Suite including simple photography, video editing skills.

- Flexibility to learn and participate in content sharing platforms including, but not limited to Zoom, Google document sharing and One Drive, Dropbox.
- Social media tools, access and setup experience required

Mental and Physical Requirements:

- Close mental and visual attention required to perform work dealing primarily with preparing and analyzing data and figures, using a computer terminal, and reading. Additionally, this job requires working alone on the computer, collaborating as part of a team or working closely with others over the phone or computer.
- The employee is regularly required to sit, stand, walk, use hands to finger, grasp, talk, hear and perform repetitive motions. You are occasionally required to push and pull; to climb, balance, stoop, kneel, crouch, crawl, reach, and lift.
- Ability to exert up to 25 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects.
- Participation in house duties (light cleaning, landscaping, simple maintenance).

Working at Finger Lakes Visitors Connection - Environmental Conditions:

Finger Lakes Visitors Connection’s home base is at 19 Susan B. Anthony Lane in Canandaigua, NY. Our leadership promotes “workplace locational fluidity” with an eye on the benefits and team strength which result from being together at “home base.”

- Team members are required to travel locally, regionally and multi-state on an occasional basis and is subject to outdoor weather conditions.
- When not traveling, work is performed in a typical office environment where this is no substantial exposure to adverse environmental conditions.
- Hybrid and remote work are options.

Disclaimer:

- Requirements are subject to possible modification to reasonably accommodate individuals with disabilities.
- This job description in no way states or implies that these are the only duties to be performed by the employee(s) occupying this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by their supervisor.
- The company reserves the right to add to or revise an employee's job duties at its sole discretion.
- This document does not create an employment contract, implied or otherwise, other than an “at will” employment relationship.

I acknowledge that I have read this job description and have received a copy for my records.	
Employee Name:	
Date:	