



Job Title:	Director of Destination Brand Marketing		
Reports To:	President & CEO	FLSA Classification:	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:

The Director of Destination Brand Marketing sets and executes the marketing strategy, brand integration, and content development for Ontario County hospitality industry in New York’s Finger Lakes. You have a keen sense for identifying the nuances of the marketing environment and initiating competitive strategies that respond to today’s ‘always on’ consumers. You have a marketing superpower to see around corners that competitors don’t see and unlock the value and opportunities that are there to be seized upon. **You are an agile, entrepreneurial, strategic marketing leader.**

Our marketing leader is well-versed in the strategic priorities of the organization, uses relevant tourism data and consumer sentiment index data to achieve long-term growth strategies. **You love data and leverage research; you are a self-declared data geek!**

Community relationships, stakeholder engagement, data driven decision making and strong communication skills are essential to raising awareness of and demand for Ontario County’s Finger Lakes as a destination in all verticals of the travel business. **You are passionate about the Finger Lakes; and an engaged participant in our communities.**

Special Requirements:

- A valid passport and driver license are required 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 of Ontario County; residency in Ontario County is preferred.

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

Marketing Strategy and Leadership.

- Lead the development of the marketing plan and budget as informed by the strategic plan; oversee its implementation and success in conjunction with the President.
- Coordinate creative services vendors and team members responsible for content development and distribution to achieve a smooth and robust execution of the communications and marketing goals.

- Implement and provide oversight for digital campaigns - pay-per-click (PPC), SEO, SEM, keyword research & landing pages
- Provide ongoing insight and awareness of technology trends as they relate to destination websites, online marketing and content delivery.
- Plan, articulate, execute and monitor B2B, B2C, B2-Residents components of market and communications strategy.
- Assist in management of related association business, as assigned, including potentially, Roc/FLX Craft Beverage, Canandaigua Lake Wine Trail, or others as developed.

Communications and Stakeholder Engagement.

- Direct and manage our creative partner agencies including, but not limited to content developers, graphic designers, photographers, videographers, digital media specialists, technology distribution, ensuring an integrated system of providers speaking in our unique and distinctive brand voice.
- Integrate holistic media relations in our communication strategy.
- Develop appropriate collaborations, engagement, with stakeholder communities, including hotels, restaurants, attractions, cultural amenities, community leaders and elected officials.
- Develop strategic partnerships with other NYS DMO's for marketing co-ops, itinerary development, promotions, and familiarization tours.
- Ensure that accessibility, diversity, equity, and inclusion are woven into the fabric of the organization and our marketing and messaging endeavors

Media, Industry, Government Relations

- Maintains a favorable public image for Finger Lakes Visitors Connection by communicating programs, accomplishments and/or points of view.
- Develops a media relations strategy, leveraging existing media relationships and cultivating new contacts and engaging FLVC team members as advocates, hosts, and experts.
- Vet, provide for and follow-up on productivity of targeted tour or familiarization experiences for visiting VIP and media.
- Develop corporate publications such as the annual report and business plans, speech writing and Executive Office communications, government, partner, and media relations.
- Develop and maintain organization-wide style guide(s) and brand guidelines.
- Represent the county and the tourism industry at a variety of events and functions as assigned.
- Build relationships with thought leaders to grow industry awareness and evaluates opportunities for partnerships on an ongoing basis.

Research, analytics, ROI.

- Data management and data measuring and visualization tools are utilized to provide value added information and to illustrate FLVC shared community value.
- Listen to trends of the market and identify and leverage market research and data analytics to take appropriate action and measure success.
- Continually audit and adjust our destination's owned assets and promotional website(s), social media to ensure all are solid extensions of Ontario County - VisitFingerLakes.com brand and are optimized for navigation and information for all audiences.

- Develop key performance indicators and present results-oriented updates to stakeholders.
- Ensure that data collection and management is systematic and translatable to the advancement of the organization's goals.

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

- Passionate for the Finger Lakes - and Ontario County in particular - with a grounded focus on accessibility, sustainability, diversity, and the integrity of brand FLX.
- A focus on data and a willingness to be challenged for data-driven results, and an ability to interpret and present data to a wide variety of audiences - a trend enthusiast and communicator.
- Friendly and Fun. Highly likable - genuine, approachable.
- Laidback and professional. An effective, credible communicator and spokesperson before all audiences including government officials, industry stakeholders, media, business leaders, consumers and our communities.
- 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.
- Intuitive, 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.
- An inspiring leader with strong problem solving and people and project management skills - deadline driven to ensure timely completion of projects.

Supervisory Responsibilities, Professional Development, and Advancement

Supervises marketing team, content development staff and creative services vendors

- Opportunity to advance in leadership within the organization
- Annual professional development opportunities on a wide spectrum of timely topics.
- Represent FLVC at various local, state, and national organizations

Minimum Qualification Standards:

- A minimum of five years of experience as a respected leader in strategic marketing and communications, multi-channel content creation (publishing or journalism) or media relations in tourism or hospitality industry preferred.
- Bachelor's degree in Business, English, communication, hospitality or related field; MBA or equivalent is a plus.
- Experience in managing people, budgets, and projects to achieve strategic objectives.
- Proven hospitality experience across multiple sectors, including, major hotel management company or association related business, meetings/conferences, and travel trade markets. DMO experience is ideal. CDME a plus.

Technological 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. Presentation Software; Adobe Creative Suite.

- Common content sharing platforms including, but not limited to Zoom, Google and Microsoft 365 document sharing. Dropbox; Survey Monkey, and others.

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, listening, 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. The 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 options are available.

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:	