

Job Title:	Partner and Community Engagement Manager		
Reports To:	Business and Destination Development	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:

Contributes to FLVC's strategic development initiatives and marketing plans by gathering and communicating travel and tourism marketing intelligence and trend information that supports the growth and sustainability of our industry and the placemaking of our communities. **A passion for data.**

Builds relationships with thought leaders to grow industry awareness – positioning FLVC as an intentional community leader and an equity partner in economic development. **A relationship builder.**

Encourages innovation in our guest experiences and evaluates opportunities for development of our destination and our communities as dynamic places to live, work, play and be well. **Thought leader, activist, planner for a better future.**

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

Industry and Travel Trade Development

- Encourage innovation in our guest experiences.
- Develop appropriate collaborations; engage and innovate with stakeholder communities, including the hotels, restaurants, attractions, cultural amenities and elected officials. Bring a spirit of entrepreneurialism to the table and increase participation in programs and services.
- Ensure a focus on destination growth through data sharing, grant identification, and providing letters of support for the industry bolstering their endeavors to grow their business and improve their product and visitor experience.
- Execute a travel trade strategy, including but not limited to the management of trade shows (including potential of virtual, online and in person), familiarization tours, positive media coverage, and lead development.
- In cooperation with the content development team, ensure a constant and appropriate stream of communications, including but not limited to regular newsletters, email campaigns, social media and other communiques to key travel trade, industry partners, and B2B audiences.
- Maximize opportunities with other DMO's for FAM trips for travel trade clients, VIP guests. Activities to include, but are not limited to; creating itineraries, sourcing accommodations, scheduling activities, preparing documents and escorting clients once in the destination.

- Lead the ongoing management of information and data for FLVC's CRM database (Simpleview) for travel/trade, industry, and other accounts as assigned. Similarly ensure the asset management within the CMS, ensuring accuracy, timeliness, quality and relevancy.
- Maintain a close and active working relationship with sales, marketing, community managers at area hotels, tour companies, chambers of commerce, transportation services and experiences.
- Maintain a well-informed, working knowledge of all facilities, attractions, and services available in the area, and to articulate their market appeal and opportunities
- Stay current on state and federal policy issues and advocacy positions that impact travel and tourism and proactively inform leadership of changes which may affect business viability, market attractiveness or brand dissonance.

Education, Training and Workforce Development

- Identifies key partners and vendors to create and deliver targeted training sessions to increase product and destination knowledge and delivery skill enhancement throughout the industry.
- Collaborates with all team members to implement, promote, and monitor FLVC's diversity, equity, and inclusion programs as may be developed and marketed
- Contributes to the development, promotion and engagement of destination training and awareness program for the travel trade.
- Collaborate with the team to provide partner opportunities for industry education, supplier networking and co-opportunities.

Advocacy Community Relations

Position the organization as a community shared value; advocate for our role in the hospitality world, the community; ensure that accessibility, diversity, equity, inclusion, and sustainability are woven into the fabric of the organization

- B2B and B2R components of market and communications strategy are thoroughly planned, clearly articulated, executed and monitored.
- Develop relationships with local and state government officials and political representatives to advance the mission of FLVC and advocate for the industry. Regularly attend advocacy events
- Develop key performance indicators and present results-oriented updates and trend analysis to stakeholder groups
- Assist in the preparation and delivery of presentations on tourism to local and regional civic and governmental organizations.
- Assist in sharing market intelligence, strategic and tactical information which positions our industry as an economic development driver and lifestyle contributor and improves the business climate of our destination.
- Program and promote for National Tourism Week or related industry wide events.
- Represent Finger Lakes Visitors Connection on various local, state, and national boards.
- Produce and give community presentations to stakeholder groups about destination.
- Participates in FLVC networking functions to help promote engagement and cooperation for tourism growth and recognition.

- Serve on local task forces or short-term committees, as assigned, which have the mission of fostering tourism as economic development

Supervisory Responsibilities:

The **Partner and Community Engagement Manager** provides indirect supervision to assigned interns and project managers. Supervisory responsibilities may include planning and assigning work; checking and approving work; and instructing and training in work methods.

Minimum Qualification Standards:

- Bachelor's degree in marketing or communications or hospitality.
- A minimum of three years of experience in marketing, hospitality or communications or with a convention/visitors/tourism bureau, hotel related business.
- Equivalent combinations of education and work experience will be considered.
- Proven track record of working with the travel trade and partnership development is highly desirable.
- Second language skills are a plus.

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.

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

- Demonstrated passion for the Finger Lakes and Ontario county's culinary, cultural, recreational and natural resources, as well as an appreciation of the people who call this place home.
- Political and business acumen. Understands industry and government relations and overall business operations - and the implications of decisions to partners.
- An entrepreneurial spirit
- A passion for the hospitality industry and its component businesses - profit and not-for-profit.
- Ability to perform consistently in a fast-paced, multi-tasked and deadline-driven environment
- Strong interpersonal, communication and hospitality skills and the ability to work effectively with a wide range of constituencies in a diverse community. Expresses thoughts clearly and accurately both verbally and in writing. Demonstrates good listening skills.
- Ability to gather data and information, compile information, and prepare reports and presentations.
- Credible, confident - yet humble
- Laidback - Calm, easy going and approachable. Can hold a conversation well, tell a story well.
- Friendly and Fun. Energized, mentally active, creative, and expressive.
- Genuine. We listen; we are kind; we care about you. We cherish smiles and view them as a reward of happiness.

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, familiarity with Adobe publication software and tools such as photoshop and design software, Simpleview CRM and CMS.
- Flexibility to adopt common content sharing platforms including, but not limited to Google document sharing and One Drive/Microsoft 365, Dropbox and Zoom and One Drive/Microsoft

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. 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:	