



The Destination Granby Team is looking for an Assistant Director to serve the Granby Area. Destination Granby fulfills the role of a Chamber of Commerce, Main Street organization, and destination marketing organization for the Town of Granby, Colorado. We are the driving force for the ideas and possibilities that inspire our four season mountain town.

Destination Granby structures our work plan around the Main Street Four-Point Approach, focusing on Promotions, Community Engagement, Business Support, and Placemaking. In doing this, we are able to offer a full suite of services and programs to make a positive impact on the local business and residential community.

Granby, in the Middle Park area of Colorado, falls between two well-known communities — Winter Park, with its ski area, and Grand Lake, at the western entrance to Rocky Mountain National Park in Grand County. Granby is conveniently located in the heart of several major Rocky Mountain attractions.

Interested applicants, please send your resume and a cover letter to Sarah Cichon-Douglas at [sarah@destinationgranby.com](mailto:sarah@destinationgranby.com)

### **Assistant Director**

The Assistant Director will be responsible for managing the daily operations of the Granby Visitor's Center, implementing the overall marketing plan for Destination Granby and the Town of Granby, and understanding and assisting in the daily function of the organization.

### **Essential Job Duties**

Responsible for managing daily operations and staff at the Visitor Center for the Town of Granby. This includes maintaining and creating policies and procedures which assure a positive work environment, Oversees the recruiting, training, and supervising of all visitor center staff and visitor center volunteers. Responsible for superior customer service to all visitors. Maintains knowledge of local businesses to better assist visitors and residents with any inquiries, directing traffic to appropriate businesses. Overseas

the management of local businesses in the Destination Granby database and website listings. Ensures the Visitor Center is well maintained, stocked with brochures and other informational materials; oversees the gathering of local events for the center. Manages inventory and ordering of any merchandise. Supervises the dissemination of information designed to inform and influence visitors; ensures that all inquiries from walk-ins, emails and telephone calls receive prompt and courteous responses. Compiles a monthly report of the daily visitor center log to be shared to the Town and Community as needed.

Assists in implementing the overall marketing plan and strategy, coordinating with the Events Manager and Marketing Contractor to ensure proper messaging via website, newsletters and social media. Maintains current information to be properly reflected on the DG website, overseeing CRM updates, including local listings, events and other website related materials. Assists in the management of the website, in particular SEO.

Also, as needed, assisting in grant finding, writing and reporting.

### **Qualifications**

The ideal candidate must have experience marketing destination locations and preferably worked in a visitor center setting. Possesses an understanding of website management. This position will require excellent communication and customer service skills. Strong Proficiency in Microsoft Office Applications, CMS, CRM and experience in SEO optimization.

### **Compensation**

Position is part time, approximately 20-30 hours per week. Hourly rate starting at \$27-\$33/hr. Simple IRA option. Sick time. Vacation Time.