

Naturally McHenry County (NMC)

Job Description

Job Title: Destination Engagement & Programs Manager
Reports To: President & CEO
Job Summary: Destination Engagement & Programs Manager is responsible for engaging with the destination partners, stakeholders, elected officials and residents and to manage programs that achieve the marketing and strategic goals of the organization.

Principal Duties and Responsibilities

- Work collaboratively with the President & CEO to shape the direction and implementation of our Strategic Plan and Marketing Plan, destination engagement and advocacy.
- Assist the President & CEO in strengthening relationships with our destination partners and look for opportunities to attract new partners whose economic goals align with our programming.
- Develop new business partnership strategies and activation plans. Identify and target both primary and secondary corporate entities for sponsorship.
- Assist with partnership engagement, recruitment of new partners and onboarding. Explore opportunities to expand partnership benefits, reimagine our partnership structure to recruit traditional and non-traditional tourism partners.
- Maximize revenues by supporting sales and marketing programs including co-op digital and seasonal marketing programs, banner advertising and more.
- Look for opportunities to collaborate with key McHenry County agencies including McHenry County on branding and product development projects.
- Help build NMC Brand awareness through outreach and engagement with local media and civic organizations.
- Nurture relationships with MCC and other local organizations and agencies to support their culinary arts/hospitality and workforce development programs.
- Responsible for execution of special marketing initiatives including restaurant week, the craft beverage trail and other synergy areas. Coordinate project management with the Marketing Manager.
- Conduct regular round table meetings of groups such as hotels, craft beverage businesses, agritourism and more.
- Spearhead the development, planning and organization of NMC programs such as an annual dinner, partner forums, customer service and hospitality training programs, media events, Illinois Office of Tourism related events and more.
- Interface with Marketing Manager on special projects as needed.
- Assist in maintaining web updates for www.naturallymchenrycounty.com, www.enjoyillinois.com and other related websites (no HTML experience required.)
- Educate and encourage use of our online calendar of events to the community.
- Create a monthly electronic newsletter to inform and engage with destination partners, stakeholders, elected officials.
- Create and maintain an accurate database of local, national and regional media contacts using NMC database software. Write and send out press releases as needed.
- Assist in developing and maintaining a positive image of NMC in the eyes of all partners, stakeholders, elected officials, residents and organizations in McHenry County.
- Act as the connector between partners, visitor impacted businesses, events and hotels to develop itineraries, packages and promotions to market and sell to consumers.
- Submit monthly destination engagement report to the President & CEO.
- Attend regular ICCVB meetings and events, as appropriate.
- Assist the President & CEO with Administrative Duties as necessary and appropriate.
- Maintain contact database and track activity using NMC database software.
- Other day-to-day activities to accomplish the goals and mission of the bureau, such as answering the telephone and greeting visitors as needed.
- Assists in special projects and assignments requested by the President & CEO.
- Occasional overnight travel and evening or weekend work may be required.
- Attend staff meetings as requested.
- Perform other duties as assigned.

Financial

- Work with the President & CEO and the Marketing Manager to develop the overall NMC Marketing Plan and Budget
- Assist the President & CEO with Local Tourism and Convention Bureau (LTCB) Grant and identify other grants that may fit the organization and help to meet the goals of NMC.
- Assist the President & CEO with quarterly LTCB & County reporting.

Requirements

- Minimum (2) years college education and/or related experience
- Minimum (3) years of Public Relations/Communications experience.
- Proficient use of computers including: Word, Excel, and Power Point.
- Excellent organizational, interactive and oral communication skills.
- Excellent writing skills – strong command of grammar usage and vocabulary.
- High attention to detail.
- Strong professional appearance and demeanor.
- Flexibility to work nights and weekends and to attend day and evening events and multi-day conferences.
- Ability to work well with others and handle frequent interruptions while performing multiple projects simultaneously.
- Strength in building and maintaining successful media relations.
- Ability to exercise judgment and diplomacy in a wide variety of public contact situations.
- Public speaking experience.
- Possess a valid driver's license.

Physical Requirements

- Ability to lift and carry up to 40 lbs.
- Ability to sit, stand, walk, climb or balance, stoop, kneel, crouch and reach with hands and arms
- Vision abilities required by this job include color vision and ability to adjust focus and to sustain prolonged visual concentration as well as hand-eye coordination in order to operate computers and office equipment.
- Ability to read and understand and ability to express ideas clearly, both orally and in writing.
- Ability to operate a variety of office equipment including telephone, calculator, photocopier and keyboard and computer terminal with the software and programs necessary to perform the work of the organization.
- Ability to work independently with minimal supervision and to be accountable for productive use and organization of time spent.
- Ability to accurately and thoroughly carry out functions requiring attention to details and organizational skills for filing and record keeping both physical and electronic.

FLSA Job Status

Exempt/Regular Full Time