



Position Title: Partner and Community Engagement Manager

Company: Visit SLO CAL

Location: San Luis Obispo, CA

Reports to: Director of Community Engagement and Advocacy

Functional Area: Community Engagement

Employment Type: Full-Time Regular, Exempt

Education Required: Four-Year Related Degree (or equivalent experience)

Experience Required: 3+ Years

Salary Range: \$40,000 - \$55,500 annual salary plus benefits, DOE

Organization Description:

Visit SLO CAL (VSC) is the non-profit countywide destination marketing and management organization (DMMO) for San Luis Obispo County. Its mission is to “Inspire travel and foster our unique experiences to create life-long ambassadors and economic growth for San Luis Obispo County.” Its goal is to promote San Luis Obispo County through marketing, advertising, public relations, group sales, promotions, events and sponsorship, branding the region as a choice destination for regional, national and international travelers alike. Visit SLO CAL works in partnership with tourism industry-related businesses including lodging properties, restaurants, wineries, breweries, activities, local community destination marketing organizations and the state tourism organization, Visit California, to create a unified marketing approach that promotes the culinary, coastal and cultural assets of the county. For more information, visit SLOCAL.com.

Position Description:

Do you have the talent for networking and building relationships?

Are you motivated to improve outcomes?

Do you love talking about the virtues of SLO CAL?

If you answered yes to all of these questions, you are a great candidate for the Partner and Community Engagement Manager position at VSC. This position offers an exciting opportunity for a talented and motivated community engagement professional to assist in the development and execution of outreach strategies and partnership-building while learning from the best in the business.

Here's what your day will look like

The Partner and Community Engagement Manager will assist in growing industry and organizational capacity through partner and community outreach and support, industry and event planning and participation, educational programming and more. As a core member of the team, you will be tasked with ensuring all goals are met or exceeded, and you will have the opportunity to assist in the development and facilitation of engagement and event strategies. As a lead for partner and community outreach and support, you will be responsible for developing strong relationships increasing awareness of and participation in the growing portfolio of marketing, educational, technical and advocacy resources offered by Visit SLO CAL. The Partner and Community Engagement Manager is also responsible for helping identifying potential new community partners outside of tourism who benefit from or contribute to the success of our industry.



Who are you?

- You can effectively communicate with a wide variety of people -- from potential partners to internal VPs and directors.
- You are a self-starter, have great attention to detail and excel with productivity management, juggling multiple projects at once and on time.
- You are an active and empathetic listener who looks to solve problems and create value.
- You have great knowledge about SLO County.

Core Responsibilities:

Partner and Community Engagement:

- Assist in the development of valued relationships with partners and community members
- Support the Destination Management Strategy by identifying and creating engagement opportunities for industry and community partners to participate with marketing, media, education, product promotion and advocacy resources offered by Visit SLO CAL
- Promote adoption of 'SLO CAL Connection' resources, including introduction, training, and periodic auditing
- Provide ongoing technical support to members needing assistance accessing, navigating or updating their 'SLO CAL Connection' profile
- Respond to partners requests and need for information

Event Management:

- Plan and Manage in market industry and educational events including Education Symposiums and Tourism Exchange, including operations, coordination, execution of dates, location, speakers, and programming on behalf of Visit SLO CAL

Operational Duties:

- Manage priorities consistent with *Strategic Direction 2020*
- Meet and exceed goals with a specific focus on established KPIs
- Execute engagement strategies effectively and in a timely manner
- Assist with additional responsibilities as requested

Required Skills/Experience:

- Four-Year Related Degree (or equivalent experience)
- 3+ years of sales or community engagement experience (ideally in hospitality or tourism industry)
- Exceptional interpersonal communication, relationship building and customer service skills
- Critical thinking and creative problem solving skills including ability to propose and direct successful solutions
- Strong communication skills (oral and written) and exceptional presentation skills
- Technical proficiency with Microsoft Office Suite and standard computer and software skills (i.e., electronic mail, word processing, database development, project management, internet usage, etc.) required
- A strong understanding of contact management systems and detailed reports



Desired Traits/Abilities:

- Ability to create buy-in and concenses for product engagement and participation
- Strong knowledge of the local market and its assets
- Detail-oriented, methodical and extremely organized work style
- Talent for tracking, multi-tasking and the ability to pivot quickly in a rapidly-changing environment
- Problem solving skills and ability to propose and direct successful solutions
- Ability to work autonomously, yet collaborate with others as needed
- Strong drive and a tendency to thrive in a very fast-paced, ambitious environment
- Professional, adventurous, positive and confident attitude

Visit SLO CAL, an equal opportunity employer, offers an exciting opportunity for qualified, career-motivated professionals. We provide competitive compensation and the chance to work with talented people in a successful, fast-paced and pleasant environment. We offer many premium benefits including medical, dental, life insurance, vacation time and much more.

For more information or to apply, visit the Jobs page on the SLOCAL.com website.