A picture containing text, sign, outdoor

Description automatically generated

|  |  |  |  |
| --- | --- | --- | --- |
| **Job Title:** | Business Analyst and Marketing Strategist | | |
| **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 Business Analyst and Marketing Strategist gathers and interprets data finding solutions to improve business processes and market intelligence, bringing a keen sense for the nuances of the varied audiences and business trends in the tourism and hospitality industry. You will optimize marketing strategies in cooperation with cross-functional team members to seek help curate, distinguish and develop our destination brand. You are passionate about the Finger Lakes and Ontario County and represent the core values of FLVC: friendly and fun, laidback and professional, genuine and flexible.

**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.
* 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.

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

**Marketing Strategy and Brand Leadership.**

* Spearhead the strategic development, scope of work, and tactical execution of our marketing initiatives, scope(s) of work including our website(s), partnerships, digital marketing, content planning, public relations and communications, and creative services.

**Community builder, active participant, and stakeholder engagement.**

* Lead and assist with projects, reports, and presentations including preparation and presentation for board meetings, staff meetings, community programs, agency proposals, contract management, stakeholder services, and annual plans and reports. You are passionate about the Finger Lakes; and an engaged participant in our communities.

**Media and Government Relations**

* Maintain a favorable public image and brand presence with the media, industry/trade, and government and community audiences. A special ability to build relationships with thought leaders to grow industry awareness and evaluate opportunities for partnerships.

**Research, analytics, ROI.**

* Research, gather, interpret, and analyze local and industry data, and current trends, leading the team to identify meaningful insights and understanding of competitive insights to inform overall marketing and visitor service opportunities.

**Financial and resource and operational management.**

* Assist in overseeing a fast-paced office, manage and collaborate with team members on multiple projects with overlapping deadlines; assist in the supervision of team members from different departments, provide recommendations for quality and process improvement.
* Possess solid financial acumen and skills in resource management to assist in the business operations, including budgeting, HR, forecasting, ROI and performance metrics for projects and programs and people.

**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 required within one year of taking the job.

**Supervisory Responsibilities, Professional Development, and Advancement**

* Supervises marketing, content development and creative services team(s)
* 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 the hospitality industry preferred.
* Bachelor’s degree in business, political science, communication, hospitality or related field; MBA or equivalent is a plus.
* Experience in managing people, data, 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, Quickbooks.
* Common content sharing platforms including, but not limited to Zoom, Google and Microsoft 365 document sharing. Dropbox; Survey Monkey, and others.
* Social media applications and engagement, along with related analytics

**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.

**Disclaimer:**

1. Requirements are subject to possible modification to reasonably accommodate individuals with disabilities.
2. 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.
3. The company reserves the right to add to or revise an employee's job duties at its sole discretion.
4. 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:** |  |