



JOB TITLE: Community Engagement Manager
REPORTS TO: V.P. of Community Engagement
FLSA CLASSIFICATION: Exempt

Summary

The Community Engagement Manager is responsible for proactively managing the Explore Asheville tourism partner base by attracting new partners, increasing partner engagement and retention. The position will engage with tourism community partners to manage their business information in the database and on ExploreAsheville.com and connect them with sales and marketing opportunities provided by Explore Asheville.

Primary responsibilities include initiating, and fostering strong partner relations, including building new partner relations, onboarding efforts, managing the database, and executing and leading orientations, developing, and providing extranet training and support, as-needed design for collateral materials, and other in-house projects.

This role is the primary contact for Explore Asheville tourism partners creating a new account on ExploreAsheville.com, managing the onboarding process and supporting partners with their presence on Explore Asheville's platforms.

Responsibilities include supporting the Community Engagement team with industry events including coordinating and developing materials for the event and managing AV functions, creating partner emails, and managing the industry partner WordPress website. This role also supports and represents the organization in community outreach efforts and special projects as needed. The Community Engagement Manager must maintain the confidentiality of marketing and sales information, database files, financial statements, web statistics, and other sensitive data.

Essential Duties and Responsibilities

Community Engagement

- Support and work with VP of Community Engagement in managing tourism product development projects, and host project-related community engagement events.
- Represent Explore Asheville at recurring meetings of community and business groups and associations, as assigned, and convey relevant news and updates to Explore Asheville staff.
- Proactively develop relationships with various community groups and associations that include or impact tourism partners. Identify and recommend community-focused partner support opportunities. Work with staff on feasibility and implementation of these opportunities to add authentic and unique visitor experiences in alignment with the strategic imperatives.

Partner Relations & Data Management

- Manage partner business information in the database for listings on ExploreAsheville.com and in the Visitor Guide.
- Engage with and educate partners on the sales and marketing opportunities, to ensure they are optimizing their presence on Explore Asheville's platforms.
- Lead partner outreach efforts for new account creation.

- Responsible for ensuring tourism partners conform to Explore Asheville's policies for eligibility.
- Maintain the partner policy for business and event listings on ExploreAsheville.com and update as new business categories develop.
- Oversee updated business contact information and extranet access permissions.
- Serve as lead contact with SimpleView for CRM management and partner data oversight. Utilize SimpleView's proprietary CRM database management system to process and track all data and communications.
- Develop and implement an engagement strategy to promote use of the extranet and increase frequency of business update submissions.
- Manage the partner onboarding process, develop orientation and extranet training materials and presentations.
- Actively engage with partners through the provision of extranet support and troubleshooting on a one-on-one basis and in regularly scheduled orientation and training sessions online, onsite, and offsite.
- Identify and implement strategies to improve the partner experience while utilizing Explore Asheville platforms including but not limited to the extranet, the event submission form, and the industry website.
- Review and manage quality control of listing information content, data, imagery, and categorization.
- Audit and update the database as needed, ensuring it remains current and relevant.
- Manage and continually improve upon a process for Visitor Guide data preparation of business and event listings, partner communications, data collection, interfacing with publisher and proofing of annual guide.
- Prepare and maintain partner communication content strategy and coordinate delivery of messaging with the Director of Public Information. Manage distribution lists in the CRM and Act-on.
- Develop, update, and maintain partner support content on the industry partner WordPress website.

Partner Events

- Work with the VP of Community Engagement to develop and execute the annual partner event program including identifying topics and speakers that serve the needs of the tourism partner community and increase engagement.
- Manage the planning and hosting of partner events with the support of the Community Engagement team.
- Serve as the lead for registration management, event set-up and other responsibilities as needed for industry partner events.

Supervisory Responsibilities

None

Other Duties

This job description is not designed to cover or contain an all-inclusive listing of activities, duties or responsibilities that are required of the Team Member for this job. Duties, responsibilities, and activities may change at any time with or without notice. There may be times where the Community Engagement Manager is asked to help other team members with their work, completing tasks outside of this description.

Qualifications

- Bachelor's degree (B.A./B.S.) from a four-year college or university in Business, Hotel, Hospitality, Tourism, Marketing, Communications, or a relevant field of study is required.
- Minimum of four years of related experience.
- Basic understanding of the local tourism industry is helpful.
- A knowledge of the community within Asheville and throughout Buncombe County is preferred.
- An understanding of managing and marketing small businesses that constitute the majority of tourism partners is beneficial to the role of this position.
- Proficiency with Microsoft Office Suite including Word, Excel, and PowerPoint.
- Proficiency in Adobe Creative Suite including InDesign, Illustrator, and Photoshop.
- Familiarity with website management and customization utilizing Wordpress and associated plug-ins and HTML.
- Ability to use spreadsheets, analyze data, interpret data, and develop visual interpretations of data as well as translate data insights into meaningful information and reports.
- Attention to detail, accuracy, and quality assurance is a must.
- Proven commitment to delivering measurable results and achieving established goals.
- Excellent interpersonal, customer service, organization, planning, and problem-solving skills.
- An innate ability to share knowledge through presentations and in a classroom setting.
- An ability to lead others through a defined process and along the way, clearly substantiate the reasons and benefits of each step.
- Goal-driven with the ability to effectively manage multiple priorities and adhere to deadlines.
- Must be a strategic thinker and a proven self-starter, able to support achievement of organizational goals.
- Must be highly organized and detailed-oriented.

Working conditions

The Team Member may be required to work both inside and outside an office setting, perform regular evening and weekend work, and attend special programs and events. Work may involve public appearances.

Physical requirements

The Team Member may experience prolonged periods of sitting or standing, speaking, and walking. The Team Member will routinely be required to stand, walk, reach with hands and arms, talk, and hear. The Team Member should be able to lift up to 50 pounds.

Travel Required

Up to 10%.

EEO Statement

Explore Asheville provides equal employment opportunities to all Team Members and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Instructions for Applying

Explore Asheville has contracted with Craft HR Solutions in Asheville to serve as the recruiter for this position.

Submission Requirements:

- Current Resume
- Letter of Interest

Submit your resume and letter of interest to heather@crafthrsolutions.com. Include Community Engagement Manager in the subject line.