



Job Title:	Events & Engagement Manager
Reports to:	VP of Destination Development & Community Engagement
Department:	Community Engagement
FLSA Status:	Exempt

Position Summary:

This is a newly created role for Explore Asheville Convention & Visitors Bureau (Explore Asheville). The Events & Engagement Manager is responsible for community and partner relations, events management, and database management. The primary focus of this position is to maintain, develop and nurture partner and community relations from prospecting to services. Strategies include building trust in the community, fostering meaningful relationships and demonstrating partner ROI by optimizing their sales and marketing opportunities. Responsible for developing event programming that promotes Explore Asheville to potential partners, retains partners, supports engagement, and encourages partner-to-partner interactions that foster economic growth throughout the community.

Essential Duties & Responsibilities:Community Engagement & Partner Relations

- Develop valuable relationships with tourism sector partners and community members.
- Proactively seek out opportunities to engage and recruit local companies and organizations to become partners.
- Manage recruitment and prospecting from start to finish; from research to outreach finalizing new partner accounts.
- Strategize cross-functionally to identify and approach target businesses and organizations for partnership to advance current sales and marketing initiatives and be inclusive of community.
- Identify and create engagement opportunities for partners to participate with marketing, media, education, product promotion and resources offered.
- Establish positive working relationships and maintain active contact with partners; identify opportunities for enhanced engagement and retention; work with partners to establish and carry out a plan of personal contact for partners.
- Plan and execute regularly scheduled new partner orientations that inform new partners about ways in which they may receive the most value
- Assist in creating and updating membership marketing materials, including letters for upcoming events, welcome packets, fact sheets, directories, surveys, and other marketing materials as needed.
- Respond promptly to requests and inquiries from existing and potential partners using professional judgement to address the partner needs; provide assistance to partners on ways to improve their services.
- Assist in partner communications including creating newsletter and invitation emails and managing distribution lists.

Event Strategy & Management

- Plan and manage local industry and educational events strategy that aligns with the 4 strategic pillars of the organization.
- Research, conduct site visits and secure venues for more than 10 live events and routine webinars annually.
- Negotiate venue rental, food and beverage, audio visual, entertainment, décor gifts and other items pertaining to the event/meeting based on approved budget.
- Serve as the liaison between Explore Asheville and all vendors including host venue, relevant sponsors, caterer, audio visual company, entertainment, décor and/or Destination Management Company.
- Develop programming in conjunction with Vice President and secure speakers for each event. Maintain awareness of current trends and technology in the event industry and implement them in member event programming.
- Serve as the lead for registration management, event set-up and other responsibilities as needed for industry partner events through Eventbrite or other platforms.
- Responsible for the fulfillment of sponsorship rights (i.e. ticket distribution, etc.) associated with awarded grants and sponsorships, working closely with the Director of Grants.

Database Management

- Maintain the partner policy for business and event listings on ExploreAsheville.com and update as new business categories develop. Ensure tourism partners conform to Explore Asheville's policies for eligibility.
- Maintain robust Simpleview CRM database (partner module); responsible for data accuracy and input.
- Manage the partner onboarding process including account creation, develop orientation and extranet training materials and presentations.
- Manage partner business information in the database for listings on ExploreAsheville.com and in the Visitor Guide.
- Promote adoption of extranet resources, including introduction, training, and periodic auditing.
- Provide ongoing technical support to partners needing assistance accessing, navigating or updating their profiles.

Team Leadership

- Accountable for the day-to-day workload and contribute to a cohesive, effective, and accountable team in alignment and consistent with Explore Asheville's values. Actively participate in team meetings and initiatives.
- Lead and/or participate in meetings/planning/initiatives to support strong workplace culture and successful performance/execution of organizational strategy. Elevate and solve issues, support change, and ensure the maintenance of productive processes.
- Represent Explore Asheville/BCTDA at meetings and industry functions and before the public. This may include making presentations to a wide range of groups.

Other Responsibilities:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice. There may be times where this position is asked to help other team members with their work, completing tasks outside of this description.

Qualifications:

- Bachelor's degree with a minimum of 4 years of experience. Preferred degree in Tourism, Economic/Community Development, Urban or Regional Planning, and/or Social Science -OR- any combination of education/coursework/training and work experience necessary to meet position requirements.
- Appreciation for Buncombe County's tourism community.
- Must be able to use sound judgment and discretion.
- Well-organized, self-motivated, and comfortable in a fast-paced environment.
- Proficiency in Microsoft Office Suite.
- High attention to detail.

Physical Environment & Working Conditions:

The work environment and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work involves working alone on the computer, collaborating as part of a team, or working closely with others by computer or over the phone.
- Most work tasks are performed indoors.
- Must be able to sit or stand at a desk for up to 7.5 hours per day.
- Requires grasping, writing, being mobile, repetitive motions, listening and hearing ability and visual acuity.
- Attendance of outside work functions after hours are required.
- Position is expected to spend time in the community on a regular basis.

Travel:

Some local travel, generally within Buncombe County, is required, but not extensive. Must have a valid driver's license, current automobile insurance and own or have access to an automobile when needed.

EEO Statement:

Explore Asheville provides equal employment opportunities to all employees 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 applicable 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.

Explore Asheville strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures.

About Explore Asheville:

The Buncombe County Tourism Development Authority (BCTDA) oversees the work of the Explore Asheville Convention & Visitors Bureau, which develops and carries out advertising, marketing, public relations, and group sales plans to inspire leisure and business travelers to visit Asheville and Buncombe County. In 2021, the BCTDA adopted strategic imperatives that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward. These strategic imperatives include:

- Deliver balanced recovery and sustainable growth
- Encourage safe and responsible travel
- Engage and invite more diverse audiences
- Promote and support Asheville's creative Spirit

In addition, the Explore Asheville staff has adopted and embraced the following core values:

- Innovate & Evolve – We seek out new ideas and are open to change.
- Leadership & Collaboration – We focus on the truly important priorities to make the most positive impact.
- Equity & Empathy – We respect and embrace differences recognizing real progress requires inclusion.

What we offer:

Explore Asheville offers a competitive benefits package that includes a Paid Time Off program with 18 days to start, 11 annual paid office holidays, employer-subsidized medical insurance, employer-provided dental, life, STD and LTD insurance, plus 401k with a company match, and employee wellness benefits.