



Community Engagement & Advocacy Manager

Travel North Tahoe Nevada

About Travel North Tahoe Nevada

Travel North Tahoe Nevada is a non-profit destination management organization (DMO) with the mission of encouraging destination experiences that support a vibrant economy, enhance community character and foster environmental stewardship. Travel North Tahoe Nevada strives to support the local economy through thoughtful visitor focused programming designed to promote the North Lake Tahoe region as a year-round, world-class tourism destination. We work collaboratively with our local businesses, stakeholders, regional and state-wide partners and government agencies to create a vibrant and sustainable tourism industry in North Lake Tahoe.

Position Purpose: To build and maintain relationships with individuals, organizations, and partners that support Travel North Tahoe Nevada's strategic goals. Secure Travel North Tahoe Nevada's reputation and role as a "community good" by providing and communicating value to industry stakeholders, partners and residents.

Reports To: President/CEO

Responsibilities

- Develop a strategy to build and maintain programs and activities that will have a positive impact on the community through stakeholder and community engagement.
- Develop and deliver targeted and effective stakeholder outreach campaigns that speak to the positive impacts of a healthy tourism and overall community balance.
- Develop and maintain positive relationships with key community leaders and organizations.
- Develop an educational resource, curating and sharing critical information to residents, businesses, and visitors alike.
- Plan and support events and programs that promote collaboration and advocacy for tourism within the community.
- Work with lodging property partners to provide valuable information to in-market guests and groups including an action plan for communicating Travel North Tahoe Nevada messaging.
- Work to motivate guests with community engagement opportunities while in-market including community activities, events and volunteer opportunities.
- Manage and grow our stakeholder database, ensuring effective communication and outreach.
- Gather venue and lodging calendar and community event information for Travel North Tahoe Nevada newsletters to share with stakeholders for effective planning and communication with visitors and residents.
- Manage communication of logistics and activation information for campaigns that require community partner support.
- Assist with logistics of familiarization tours and site inspections with hotels, restaurant, and attraction partners.

- Compile and maintain business partner email distribution list(s), social tags, website listings and CRM information.
- Determine appropriate and worthwhile data to share with partners including options such as visitor data, website analytics, and social media engagements.
- Direct social media channels dedicated to community engagement.
- Stay abreast of local issues and concerns as they relate to tourism.
- Develop and present reports on community engagement efforts.
- Be an ambassador for the organization with responsibilities for delivering the company's vision within the local community.
- Other duties as assigned.

Measurement Standards

- Number of community “activations” and campaigns requiring partner support.
- Hosting a minimum of one business training opportunity per quarter.
- Reported successful and positive relationships and interaction with tourism stakeholders and community partners.
- Successfully planned fam tours and site inspections.
- Identify opportunities for new programming or initiatives including DEIA opportunities.
- Completes work within established deadlines.
- Be knowledgeable of North Tahoe Nevada venues, attractions, lodging, and entertainment and act as a North Lake Tahoe ambassador in all areas.

Qualifications

Bachelor's degree in marketing, communications, public relations, public affairs or a related field.
 Minimum 3-5 years of experience in community engagement, public relations, or a similar role.
 Proven experience developing and implementing successful community engagement strategies.
 Excellent communication, interpersonal, and relationship-building skills.
 Understanding of destination management principles is a plus.
 Experience working in the tourism industry is a plus.
 Experience with social media management is a plus.
 Must be a team player with a positive and energetic attitude.
 A passion for North Lake Tahoe and the travel industry is a must.
 Ability to work flexible work schedule.

Benefits

Full-time/year-round position.
 Competitive salary, benefits and retirement package.
 Opportunity to work in a beautiful and dynamic destination.
 Be part of a passionate and collaborative team.
 Make a positive impact on the North Tahoe Nevada community.

Interested in Applying

Qualified applicants are encouraged to send a resume and cover letter to andy@travelnorthtahoenv.com. Please include Community Engagement & Advocacy Manager in the subject line. Position will remain open until filled.