

Stakeholder Relations and Marketing Manager

Seneca Regional Chamber of Commerce
Destination Seneca County

The Opportunity

The Seneca Regional Chamber of Commerce and Visitor Services and Destination Seneca County are currently seeking a highly motivated and dynamic Stakeholder Relations and Marketing Manager. The Stakeholder Relations and Marketing Manager reports to the Executive Director. S/he will work with members of the Chamber to assist them in doing business in and around our community. S/he will also work directly with the Seneca County Tourism Council to promote tourism within and outside the county.

S/he assists the Chamber and Destination Seneca County in the fulfillment of their missions and develops strategies towards a successful, sustained future. S/he is responsible for working with the stakeholders of the Chamber and Destination to promote their organization to residents and visitors. S/he is responsible for creating, developing and designing marketing materials and content to promote stakeholders to residents and visitors. The work week for this full-time position will consist of a flexible forty-hours, as the position does require night and weekend hours to promote the happenings of Seneca County.

Essential Duties and Responsibilities

- Engage with stakeholders to assist them as needed
- Lead and assist in the necessary marketing materials to promote stakeholders
- Update and maintain the Chamber's and Destination Seneca County's websites
- Assist with the management of all social media pages
- Oversee the calendar of events for the Chamber and Destination Seneca County
- Take, manage, and maintain file of current photos to be used for marketing of stakeholders
- Manage the newly created Seneca County Welcome Center
- Assist in the creation of a marketing plan for the Chamber and Destination Seneca County
- Serve as the point of contact for group tours coming to Seneca County. This entails coordinating schedules with tour operators and destination stops, maintaining group tour records and necessary reports
- Responsible for developing experiences or visiting new locations in Seneca County that will attract travelers
- Assist with the creation of the Seneca County Visitors Guide

Supplemental Functions

- Answer phone calls and assist walk-in visitors. Attend staff meetings, community events and professional groups and committees in the community and surrounding areas and industry seminars to stay up to date on the latest developments, trends and regulations

Special Jobs Requirements

- Automobile required; Standard IRS mileage rates are used to reimburse for business use of personal automobile
- Special projects and other duties as assigned
- Other functions may be assigned as business conditions change

Desired Leadership Characteristics, Expertise and Experience

LEADERSHIP CHARACTERISTICS

The Stakeholder Relations and Marketing Manager will be a strong communicator who is a collaborative team player, inclusive and able to build relationships. S/he will be a positive, personable leader that is able to develop trustful and empowered relationships with a respectful and flexible nature.

PREFERRED QUALIFICATIONS AND EXPERTISE

- Bachelor's Degree
- Two to four years related experience and/or training in sales, marketing or community relations
- Strong written and verbal communication skills, s/he must be able to project a professional and articulate image and communicate effectively in speech and written communication
- S/he must have strong IT skills and proficient with Gmail, Microsoft Office Suite, and a variety of other applications in general
- S/he must be well-versed in social media platforms and digital marketing

OTHER DESIRED ATTRIBUTES

- Ties to Seneca County and professional network
- Ability to collaborate effectively with elected officials and Seneca County stakeholder groups
- Strong writing and content development skills
- Brand development experience

Application Procedure

For priority consideration, please apply by **March 15, 2021**. Interested candidates should send via email 1) a resume and 2) a cover letter addressing the position.

Email Resume and Cover Letter to:

Bryce Riggs
Executive Director
Seneca Regional Chamber and Destination Seneca County
BRiggs@TiffinChamber.com

Equal Opportunity Employer

The Seneca Regional Chamber of Commerce and Visitor Services 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 federal, state or local laws.