

COMMUNITY ENGAGEMENT DIRECTOR

Mammoth Lakes Tourism

Position Profile

Under the direction of the Executive Director, the Community Engagement Director plays a vital role in fostering community relations and leading the special events program within Mammoth Lakes. This position will be responsible for creating and implementing the Community Engagement Plan, while also being deeply involved in the direction of local marketing campaigns and stewardship initiatives. The position will act as a catalyst for the development of the Sustainable Destination Management Plan. Additionally, the position will manage the Special Events Grant Funding process.

Responsibilities

- Maintain and further develop relationships with local stakeholders, including residents, businesses, non-profits and government agencies.
- Coordinate community efforts to gather feedback, address concerns and foster collaboration.
- Organize and facilitate community events, workshops and forums to promote engagement.
- Act as the MLT lead for the Destination Think Collective and integrate learnings into local community projects and marketing campaigns.
- Participate in the VCA/JLLA regional strategic planning program and integrate learnings into the Community Engagement Plan.
- Act as MLT liaison for regional and community stewardship and sustainable recreation efforts such as the Visit CA/JLL and ESSRP efforts.
- Develop and implement the MLT Community Engagement Plan -develop key performance indicators.
- Track and analyze key performance indicators related to community engagement.
- Work with regional partners on stewardship campaigns.
- Work closely with the Marketing Director on local marketing campaigns and initiatives.
- Prepare regular reports to assess the success of local marketing campaigns, community outreach efforts and stewardship initiatives.
- Manage, oversee and maintain the organization's Special Event Grant Funding. This includes, but is not limited to managing the budget, special events committee, application process, post event reports and more.
- Evaluate and administer annual special events funding allocation strategy and plan.
- Manage relationships with entities currently producing or exploring bringing events to Mammoth Lakes
- Work closely with the marketing department to update timely and pertinent content to social media outlets and within the visitmammoth.com website.
- Work with support staff to fulfill local marketing and community engagement efforts.
- Support initiatives aimed at preserving the natural beauty and cultural heritage of Mammoth Lakes.
- Enthusiastically participate in other Mammoth Lakes Tourism assignments, including marketing tasks, as needed to help achieve the overall mission of the organization.

Minimum Qualifications

- Applicants must be willing to relocate as position will reside in our Mammoth Lakes, California office.
- Bachelor's degree in tourism management, marketing, public relations or related field.
- The ideal candidate will possess a good understanding of Mammoth Lakes and the surrounding area, as well as understanding the basics of networking.
- Proven experience in community engagement in the tourism industry.
- Strong interpersonal and relationship skills are essential.
- Possess a valid California driver's license and reliable vehicle.
- Working knowledge of MS Word, Excel, PowerPoint and Google Suite
- Competent decision-making, problem solving, time management, and organization skills a must.
- Ability to manage multiple priorities.
- Demonstrate creativity, initiative, and self-motivation.
- Strong writing and communication skills.
- Creative thinker with the ability to develop innovative solutions to complex challenges.

- Passion for stewardship and a commitment to promoting responsible and sustainable recreation and tourism practices.
- Proficiency in social media platforms, content management systems, and analytics tools.
- Must be willing to travel for occasional work-related trips.
- Ability to work with varied groups to gain consensus through collaboration and discussion.

Education:

Any combination of training and experience that provides the required knowledge, skills, and abilities is qualifying for this position.

Experience:

Relevant experience in community relations, economic development and special events

Compensation/Benefits:

Salary commensurate with experience.

Mammoth Lakes Tourism is a private, not-for-profit 501c(6) organization that provides its employees a benefits package that includes a Mammoth Mountain Ikon Unlimited winter season pass, plus a Snowcreek Resort golf season pass OR a Mammoth Mountain Bike Park Pass, 100% company paid medical plan for the employee, a 401(k) pension plan with up to a 4 percent company contribution and holidays and paid time off accrual.

Application

1. Please email cover letter and resume to:

John Urdi – Executive Director
jurdi@visitmammoth.com

No telephone calls, please. Position remains open until filled.