

Community Engagement Manager

Role

Are you a natural networker passionate about building community? Do you like to be a tourist in our own city? Visit Vacaville is seeking a skilled leader ready to make a meaningful impact in local tourism. Join our dynamic marketing team as our Community Engagement Manager.

What You'll Do

This is a full-time, exempt, professional level position located in the Visit Vacaville Visitors' Office. Under general direction from the President & CEO, you will apply independent judgment in the development, implementation, and management of community engagement functions and operations. The Community Engagement Manager is responsible for proactively managing relationships within the tourism business community in Vacaville — connecting local businesses and community-based organizations with Visit Vacaville programs. This role involves direct communication with government staff and local leaders and is responsible for attracting new community partners as well as increasing engagement with existing partners through regular interactions, strategic partnerships, and coordinating a series of annual partner events and offerings.

What We're Looking For

We are looking for a motivated and talented individual who can function at both a strategic and operational level developing relationships, and leading engagement among Visit Vacaville community partners. The ideal candidate will be an upbeat “people-person” with unparalleled tenacity and expert networking skills, who understands the value of community participation, and is passionate about building bridges and fellowship. The ideal candidate is a self-directed person able to work independently and manage time effectively. Some experience in running community services or working with community partners, and a track record of community engagement and organizing events or sponsorships is preferred.

Duties and Responsibilities

- Provide frontline direct support to Visit Vacaville partners, visitors, and residents. Assisting in navigation of community activities and events.
- Proactively develop and sustain partnerships both internally and externally that facilitate Visit Vacaville's mission and goals.
- Support efforts of President & CEO, management, and staff, to enhance visitor amenities, community and partner participation, public art, marketing efforts, information sharing, and social media.
- Develop and implement creative strategies that provide residents, visitors, and partners with opportunities to be informed, engage in dialogue, and meaningfully participate in programming.
- Develop specific communication and outreach strategies to reach community partners and stakeholders, as well as diverse population groups throughout the community.
- Coordinate events with other city non-profits and Visit Vacaville partners and neighborhood interest groups.
- Serve as liaison for Visit Vacaville annual programs (i.e. Vacaville Restaurant Week, Tourism Breakfast, Visitor Inspiration Guide and Area Restaurant Guide publications, etc.)
- Serve as Visit Vacaville representative at local events (i.e. Farmers Markets, Chamber Mixers, Merriment on Main, etc.)
- Provide staff assistance to the Vacaville Arts and Cultural Alliance, Vacaville Restaurant Marketing Advisory Committee, and other boards or committees as needed.

- Plan and coordinate assigned administrative and operational work that pertains to the diversified programs of the organization, including but not limited to community engagement and event management.
- Maintain detailed records and files, including weekly database entries/maintenance.
- Prepare and present reports and recommendations to President & CEO.
- Supervise coordinators, interns, and/or volunteers assigned to community engagement projects and event preparations.
- Foster a cross-culturally sensitive environment.
- Occasional local and regional travel.
- Perform related duties as assigned.

Required Qualifications

Ability to conduct partner outreach, to influence and interact successfully with others; communicate clearly and concisely, orally and in writing; break down complex messaging or issues in a manner that is easily communicated and understood; professional and resourceful style; balance multiple priorities and manage multiple projects simultaneously while keeping all stakeholder groups informed and up to date; conduct research as needed; prepare and maintain accurate and complete records and reports; identify emerging community issues and develop and implement appropriate strategies to assess them; properly assess risks, interpret and make decisions in accordance with laws, regulations and policies; maintain liaison with various agencies; work effectively as part of a team; lift up to 60 lbs; occasionally work long days or odd hours in accordance with seasonal business demands.

Experience and Education

A background in public relations, communications, hospitality sales, or public service, where the required knowledge and abilities for this role would be acquired.

Salary Range: **\$66,700 - \$73,200**

Benefits

- Fun and rewarding work environment
- Generous paid time-off and holidays
- Work-from-home days
- Office "give-back" volunteering days
- Office snack program
- Health and wellness program
- 401K retirement plan
- Career growth and mentorship opportunities
- Incentive pay

Visit Vacaville is the official destination marketing organization for the City of Vacaville and is a 501(c)6 non-profit organization. At Visit Vacaville we are committed to building a team reflective of the city of Vacaville and establishing a lasting culture of equity and belonging within our organization. Our collective talents contribute to high-quality destination marketing and stewardship for Vacaville residents, businesses, and visitors. We celebrate a diverse workforce and welcome all qualified candidates to apply.