

# TRAVEL PORTLAND

## JOB DESCRIPTION

### VISION

Travel Portland is a promoter and steward of this evolving city and its progressive values, which have the power to transform the travelers who visit us.

### MISSION

The mission of Travel Portland is to generate economic impact through travel demand.

<b>Job Title</b>	Director of Community Engagement and Visitor Facing Services		
<b>Department</b>	Community Engagement		
<b>FLSA</b>	Exempt	<b>Revised by</b>	Billie Moser, VP of International Affairs & Strategic Projects
<b>Position Status</b>	Full-time	<b>Date</b>	1/2023

### SUMMARY

The Director of Community Engagement implements the Community Engagement strategic framework in support of Travel Portland's vision, mission, and values. The Director works with the VP of International Affairs and Strategic Projects to develop strategy relative to Travel Portland's 1,400 plus partners as well as visitor services/center.

#### Community Engagement:

- Enriches and works with local businesses that serve leisure visitors, meetings and conventions as well as partners and key external stakeholders
- Implements Destination Stewardship program which currently includes a grants/strategic investments program and works with partners and stakeholders
- Works with the organization-wide task team to implement a comprehensive Visitor Facing Strategy to serve visitors/convention delegates where visitors are in the destination and pre-arrival.

### REASONABLE ACCOMMODATION

To perform this job successfully, an individual must be able to perform each essential duty and physical demands satisfactorily with or without a reasonable accommodation. Travel Portland is committed to the full inclusion of all qualified individuals. As part of this commitment, we will ensure that persons with disabilities are provided reasonable

accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact [klong@travelportland.com](mailto:klong@travelportland.com).

## **ESSENTIAL FUNCTIONS**

***Supervisory Responsibilities:*** *This position will have supervisory responsibility and will provide leadership and guidance to staff, volunteers and/or temporary staff and/or assist with orientation of new members of the work group.*

- Direct, oversee and grows the partnership program, currently with 1,000+ partners, including programs (education, networking, etc.), benefits and billings.
- Maintain the 501.c.6 requirements for Travel Portland through partnership/membership.
- Direct and oversee implementation of the visitor-facing strategy, including the future (summer 2023) visitor center operations in a 365 days/year retail environment.
- Direct and implement Travel Portland Partner Committee, a Board of Director-led committee, and any subcommittees that relate to the Travel Portland partner programs.
- Develop, administer, and implement the Community Engagement budget (currently \$1.2 million).
- Fulfill Travel Portland's contractual obligations via quarterly and annual reports and organizational plans.
- Be visible in the community, representing Travel Portland by participating in community and networking events.
- Other related duties which may be necessary or desirable to support Travel Portland's success.

## **SECONDARY FUNCTIONS**

- Speak publicly about Travel Portland and community engagement program.
- Participate in ongoing Travel Portland events and committees, as needed and assigned.
- Conduct a biennial customer satisfaction survey of Travel Portland partners, including both current and past partners.

## **EDUCATION AND/OR EXPERIENCE; Certificates, Licenses and Registrations:**

- Bachelor's Degree preferred with major course work in related field, and
- A minimum of 5 years of experience in membership organization or visitor industry and 2 years supervisory experience, or
- An equivalent combination of education, experience and training that would provide the knowledge, skills and abilities required for the successful performance of the essential job duties.

## **NECESSARY KNOWLEDGE, SKILLS AND ABILITIES:**

- A minimum of 3 years of demonstrated experience in project management with success in creating, organizing, and supervising projects in a team-based environment
- Knowledge of diversity principles, practices, and procedures

- Knowledge of the tourism and hospitality industry; knowledge of Portland and regional attractions, culture, dining, lodging and public transportation
- Working knowledge of Microsoft Office Suite and Adobe Acrobat
- Proven time management and organization skills with an ability to meet deadlines
- High level professional customer service, stakeholder engagement and organizational relationship building; strong communication skills
- Experience in project management including project planning, timeline, resource, and budget management
- Demonstrated experience collaborating and communicating in potential contentious situations
- Strong presentation and public speaking skills
- Ability to work evenings, early mornings and weekends (approximately 10-15 a year)

### **PHYSICAL DEMANDS / WORK ENVIRONMENT**

General office environment: Majority of work is completed in a general office environment with exposure to moderate levels of noise in a well-lit, well-ventilated and moderately paced environment.