



**Position Title:** Director of Community Engagement & Advocacy

**Company:** Visit SLO CAL

**Location:** San Luis Obispo County

**Functional Area:** Management

**Employment Type:** Full-Time Regular

**Education Required:** Four-Year Related Degree (or equivalent experience)

**Experience Required:** 5+ Years

### **Description of the Organization:**

Visit SLO CAL (VSC) is the non-profit countywide destination marketing and management organization (DMMO) for San Luis Obispo County (SLO CAL). Its mission is to “Inspire travel and foster our unique experiences to create life-long ambassadors and economic growth for San Luis Obispo County.” Its goal is to promote SLO CAL through marketing, advertising, public relations, group sales, promotions, events and sponsorship, branding the region as a choice destination for regional, national and international travelers alike. Visit SLO CAL works in partnership with tourism industry-related businesses including lodging properties, restaurants, wineries, breweries, activities, local community destination marketing organizations and the state tourism organization, Visit California, to create a unified marketing approach that promotes the culinary, coastal and cultural assets of the county. For more information, visit SLOCAL.com.

### **Position Description:**

Reporting to the President & CEO, and serving as a member of the senior management team, the Director of Community Engagement & Advocacy is responsible for leading Visit SLO CAL’s initiatives ensuring San Luis Obispo County’s growth and sustainability, while improving quality of life, as it continues to evolve as a world-class, choice destination.

The Director is the champion for Visit SLO CAL’s destination management initiatives. These initiatives include the following: management and coordination of the Destination Management Strategy (DMS) including collaborating with DMS consultant, government entities, community partners and residents, implementation of the finalized plan, and development and facilitation of marketing and advocacy efforts surrounding the plan. The Director will also support economic growth, job creation and retention while utilizing and strengthening strategic partnerships with key government and industry relations partners. The Director will focus on influencing the development and delivery of public policy and planning initiatives that support economic development through tourism and enhance quality of life in San Luis Obispo County as outlined in the DMS.

### **Core Responsibilities**

#### **Economic Development Initiatives:**

- Oversee Destination Management Strategy (DMS) including on-boarding and management of consultants
- Collaborate with consultants, government entities, community partners and residents to successfully complete DMS
- Develop roadmap and roll-out of finalized DMS
- Manage planning and implementation for DMS recommendations on behalf of Visit SLO CAL and tourism industry
- Collaborate with tourism industry, strategic partners, other related businesses and government to facilitate on-going destination development in line with DMS recommendations
- Develop and manage programs related to industry growth and improvement in line with DMS recommendations
- Develop and strengthen strategic partnerships to enhance regional economic development, sustainability and growth
- Implement Visit SLO CAL’s economic strategies as part of DMS facilitation
- Support the development of policy for select regional and statewide tourism and economic issues in line with the organization’s Advocacy Plan and DMS recommendations
- Develop programing to support the attraction, retention and expansion of new and existing tourism related businesses
- Serve as the expert for SLO CAL tourism’s economic impact and development



#### Advocacy:

- Meet regularly with elected officials, their representatives and staff
- Attend County Board of Supervisors, advisory body meetings and public workshops as needed
- Organize member advocacy for all levels of government, including board of supervisors, city council appropriate city management and general public meetings
- Engage members in direct outreach and advocacy to state and federal representatives through annual capitol lobby days and in-district industry advisory meetings
- Draft communications to government and elected officials regarding Visit SLO CAL positions
- Regularly communicate with associations, lobbying groups, chambers or regional economic development organizations on issues of common interest
- Build relationships with key individuals at all levels in government and strategic partner organizations
- Analyze, lead and participate in the implementation of community-based programs, projects and initiatives
- Keep Visit SLO CAL colleagues and Board Members informed about key political, social, cultural, economic and environmental issues and recommend a course of action to the President & CEO as appropriate
- Provide input to policy recommendations that are being developed for the Board of Directors and partners related to destination development issues and opportunities
- Initiate and recommend Visit SLO CAL participation in speaking engagements to create awareness within the corporate and government sectors

#### Skills Required

- Four-year degree or related experience in the nonprofit, destination and economic development, advocacy and/or communications field
- 5+ years of progressive experience in a similar strategic leadership role
- Strong knowledge of local market and its assets
- Experience with local/municipal and national political/tourism related issues including the manner in which public policies and issues are developed and resolved
- Strong foundation and experience in community development, planning, economic and policy development processes
- Knowledge and experience in destination and strategic plan development and implementation
- Proven ability with strategic and tactical planning
- Exceptional interpersonal communication, negotiation and public speaking skills
- Ability to manage multiple projects, team members and resolve conflict effectively
- Experience in project and volunteer management including building and motivating coalitions
- Demonstrated leadership and mediation skills
- Problem solving skills and ability to propose and direct successful solutions
- Strong communication skills (oral and written) and exceptional presentations skills
- Entrepreneurial and creative background open to new ideas and the value of compromise
- Ability to multi-task and to pivot quickly in a rapidly changing environment
- Knowledge of marketing, branding and media relations processes
- Microsoft Office skills and computer savvy

Visit SLO CAL, an equal opportunity employer, offers an exciting opportunity for qualified, career-motivated professionals. We provide competitive compensation and the chance to work with talented people in a successful, fast-paced and pleasant environment. We offer many premium benefits including medical, dental, life insurance, vacation time and much more.

For more information or to apply visit the Jobs page on the [SLOCAL.com](https://www.slocal.com) website.