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## Overview

Title: Community Engagement Manager  
Location: Old Train Depot, 101 Bouthillier St., Galena, IL (*on-site*)  
Reports to: PR & Communications Director

## Responsibilities:

The Greater Galena Marketing Inc., doing business as Galena Country Tourism (GCT), Community Engagement Manager is responsible for proactively managing the GCT stakeholder base by increasing engagement and maintaining presence. The position will engage with tourism community stakeholders to manage their business information in the Contact Relations Management (CRM) system on VisitGalena.org and provide them with sales and marketing information.

Primary responsibilities include fostering strong relations, onboarding efforts, managing the CRM, assisting with orientations, and providing Stakeholder Portal training and support, as-needed research for collateral materials, and other in-house projects.

This role is the primary contact for GCT stakeholders creating a new account on VisitGalena.org, managing the onboarding process and supporting stakeholders with their presence on GCT platforms.

Responsibilities include supporting the Marketing and PR team with industry events including managing stakeholder communications, and managing the industry presence on GCT website. This role also supports and represents the organization in community outreach efforts and special projects as needed. The Community Engagement Manager must maintain the confidentiality of marketing and sales information, CRM files, financial statements, web statistics, and other sensitive data.

## Essential Duties and Responsibilities:

### Community Engagement

- Support and work with PR Director on stakeholder engagements and researching special communications projects.
- Represent GCT at recurring meetings of community and business groups and associations, as assigned, and convey relevant news and updates to GCT staff.
- Maintain relationships with various community groups and associations that include or impact tourism stakeholders. Identify and recommend community-focused stakeholder support opportunities. Work with staff on feasibility and implementation of these opportunities to add authentic and unique visitor experiences in alignment with the strategic imperatives.

### Stakeholder Relations & CRM Management

- Manage stakeholder business information in the CRM for listings on VisitGalena.org and in the Visitor Guide.
- Provide stakeholders with sales and marketing information, to ensure they are optimizing their presence on GCT's platforms.
- Assist with stakeholder outreach efforts for new account creation.
- Responsible for ensuring tourism stakeholders conform to GCT's policies for eligibility.
- Maintain the policy for business and event listings on VisitGalena.org and update as new business categories develop.
- Oversee updated business contact information in CRM and Stakeholder Portal permissions.
- Serve as lead team member for CRM management and stakeholder data oversight. Utilize CRM system to process and track all data and communications.
- Assist with an engagement strategy to promote use of the Stakeholder Portal and increase frequency of business update submissions.
- Manage the stakeholder onboarding process, develop orientation and Stakeholder Portal training materials and presentations.

- Research strategies to improve the stakeholder experience while utilizing GCT platforms including but not limited to the extranet, the event submission form, and the industry website.
- Review and manage quality control of listing information content, data, imagery, and categorization.
- Audit and update the CRM as needed, ensuring it remains current and relevant.
- Maintain stakeholder communication content strategy and coordinate delivery of messaging with the Marketing and PR team.
- Update and maintain stakeholder support content on the industry website.

#### Other Duties

This job description is not designed to cover or contain an all-inclusive listing of activities, duties or responsibilities that are required of the Team Member for this job. Duties, responsibilities, and activities may change at any time with or without notice. There may be times where the Community Engagement Manager is asked to help other team members with their work, completing tasks outside of this description.

#### Specific skills needed:

- Basic understanding of the local tourism industry is helpful.
- Customer service experience is a plus.
- Ability to use spreadsheets, analyze data, and develop visual interpretations of data as well as translate data insights into meaningful information and reports.
- Attention to detail, accuracy, and quality assurance is a must.
- Excellent communication skills (writing, speaking, presenting).
- Goal-driven with the ability to effectively manage multiple priorities and adhere to deadlines.
- Must be a strategic thinker and a proven self-starter, able to support achievement of organizational goals.
- Must be highly organized and detailed-oriented.
- Professional judgment and discretion.
- Analytical skills to forecast and identify trends and challenges.
- Ability to work jointly with other bureau associates and stakeholders.
- Ability to work jointly with Marketing and PR team.

#### Minimum Requirements:

- High school diploma
- Prior Business, Hotel, Hospitality, Tourism, Marketing, Communications, or a relevant field is a plus

#### Physical requirements:

- 70% of working day is spent sitting and using a computer.
- Must be able to travel as required.
- Must be able to erect and disassemble convention booths, tables and materials.
- Occasional moving, reaching, bending and lifting or carrying object under 55 pounds.

#### About Galena Country Tourism

*Galena Country Tourism® is the official destination management organization for Galena Country.® Our mission is to promote, develop and expand the visitor industry for the benefit of the local economy and community including the City of Galena and Jo Daviess County, Illinois. We promote Galena Country as the Midwest's premier destination for overnight visitors and aim to increase overall visitor spending in our area. Galena Country transports people to another time and place to enjoy one-of-a-kind experiences and adventures. Some historic, some timeless, and some brand-new – but always original.*



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