



Position: Group Tourism & Engagement Specialist

Reports to: Executive Director

Status: Salary Non-Exempt – 40 Hours a Week – paid twice a month

Summary: This person will work directly with the Executive Director to meet the mission of the organization by coordination of community and social media engagement, group marketing tourism and being the tourism ambassador to area attractions and events organization. Primary responsibilities are coordination and management of organic and paid social media strategy, coordination and management of small to medium group tourism marketing and being the attraction and event tourism ambassador. This person will assist the Executive Director with the monthly consumer eblasts, weekly blog articles, the annual visitor guide, web maintenance, and taking minutes at the Board and task force meetings. This person will process visitor guide fulfillment, and other special projects as assigned by the Executive Director.

This person works within the mission, vision, policies and work plans adopted by Visit Grand Rapids. This person is to assist the Executive Director in strengthening Visit Grand Rapids' role in generating a positive economic impact through travel and tourism. This person is legally and morally responsible for all activities of Visit Grand Rapids policy and financials of Visit Grand Rapids.

This position is remote where the person will work from their home. The Executive Director and staff will meet weekly to monthly to ensure work assignments are being completed, and to ensure proper resources are provided. This person will be provided with a new laptop with Microsoft Office Suite, and graphic design and editing software, a tabletop copier, and basic office supplies.

Responsibilities:

Community & Social Media Engagement

- Coordinates and manages all organic and paid social media that aligns with seasonal destination marketing strategy and brand specification guidelines.
- Stay up to date on social media technology and trends.
 - This includes tactics like video reels and creative storytelling through social media pages like Facebook, Instagram and YouTube.
 - Familiarity with editing and graphic design software is necessary (Adobe, Canva, etc).
- Responsible for keeping all social media pages up to date and current in each season.

Coordination of Group Destination Marketing

- Oversees the Group Destination Marketing Task Force
 - Works directly with the group task force that includes, but not limited to, area convention properties, meeting venues, area attractions, and other group visitor stakeholders.
 - Leads and implements the annual group destination marketing campaign and strategies.
 - Seeks out Group Destination Marketing media opportunities.
 - Main coordinator for the Group Leads – setting up Group Room Blocks, follow-up with Group coordinators, creates welcome bags and distributes to host site, and follows up.



- Presents an update and campaign reporting quarterly to the Board.

Assist the Executive Director with Consumer Engagement

- Assists with the annual collaborative Visitor Guide that is completed in conjunction with the Grand Rapids Area Chamber of Commerce.
 - Assists the Executive Director and Chamber staff write visitor articles (things to do, seasonal highlights, outdoor recreation highlights, events/attractions page, events calendar), edit and oversee fulfillment of the annual visitor guide.
 - Processes the monthly visitor guide leads through the fulfillment vendor.
 - Coordinate with the fulfillment vendor to ensure proper supply level at Travel Information Centers throughout the state, Mall Of America, Minneapolis Airport, and other businesses and locations as seen fit.
- Oversees fulfillment of local visitor rack card materials in area kiosks in Old Central School, Central Square mall, and other areas as seen fit.
- Assists with the monthly consumer e-blast, and writing the weekly blog articles that align with the seasonal destination marketing campaign strategy.
- Work with the Executive Director and website vendor to ensure the website is kept up to date for high SEO/SEM.
- Oversees the Events Calendar and works with area businesses, area attractions and events organizations to keep the calendar current and up to date.
- Acts as the Tourism Ambassador to the area attractions and events organizations and coordinates the annual Itasca Attractions & Events Task Force meeting.

2. Misc Administrative Duties

- Attend all VGR Board & Marketing meetings and task force meetings assigned by the Executive Director.
- Record meeting minutes and maintain historic meeting minutes documents at Board of Director meetings, and other meetings that are requested by the Executive Director.
 - Uploads document into Dropbox and shared file folders.
- Oversee the Visitor Guide Fulfillment and other Consumer Engagement Communication
- Assist the Executive Director with Board communication regarding email meetings notices as needed.

Personal Qualifications:

- Self-motivated
- Able to work independently
- Knowledgeable in computer operating systems including Microsoft Office Suite, Publisher, Graphic Design and Editing Software (Adobe, Canva, etc), and Website Editing Software Experience (Wordpress, etc)
- Excellent written and oral communications skills
- Willingness to learn and adapt to change
- Demonstrate leadership qualities
- Ability to maintain confidentiality
- Ability to work independently and in a team environment
- Excellent Problem-solving skills
- Very Organized and Detail Oriented
- Basic knowledge of the Grand Rapids and Itasca County area
- Post-secondary education (minimum of 2 years)
- Marketing and Social Media experience of 1-5 years



Performance Indicators:

Upon hiring, this person will go through a VGR Orientation with the Executive Director and will be given a handbook that includes passwords, policies, brand specification guidelines, and annual marketing strategies that will allow this person to do their job well. The responsibilities and personal qualifications as presented in this job description will be utilized as a measuring tool in this position's performance evaluation. To further articulate annual performance expectations, the Executive Director shall meet with this person at 3 months, 6 months, 9 months, and upon their annual anniversary date of being hired.

Pay & Benefits:

This position is a non-exempt salaried position with commensurate pay based on experience and education. The benefits package will include 2-3 weeks Paid Time Off (includes vacation and sick time), a 3% IRA match, and a monthly cell phone reimbursement.

Submit Resume:

People interested in applying for this position should submit their resume via email attention:

Megan Christianson

Executive Director

Visit Grand Rapids

Email: megan@visitgrandrapids.com

Deadline to Submit:

People interested in applying for this position should submit their resume by **June 9, 2025.**

Timeline to fill the position:

- Resume application receipt through Monday, June 9, 2025.
- Initial phone interviews for top applicants during the week of June 9-13 2025.
- In person interviews with Visit Grand Rapids Hiring Task Force week of June 16-20, 2025.
- Offer made to top candidate during the week of June 23-27, 2025.