



**POSITION:** Director of Community Engagement + Destination Stewardship  
**Reports to:** President CEO  
**Classification:** Full-time salaried exempt

#### **BACKGROUND:**

Glacier Country Regional Tourism Commission (GCT) is the officially recognized regional destination marketing, management and stewardship organization for Western Montana which includes Flathead, Glacier, Lake, Lincoln, Mineral, Missoula, Ravalli, and Sanders counties. GCT is a nonprofit organization with a focus on ensuring economic sustainability for the region while preserving the quality of life for residents and quality of place for visitors and receives a majority of its funding from the statewide four percent "bed tax."

#### **POSITION DESCRIPTION:**

This position is responsible for leading key community engagement and stewardship GCT initiatives, ensuring Western Montana's growth and sustainability, while improving quality of life as it continues to evolve as a choice destination.

The Director of Community Engagement and Destination Stewardship will be responsible for carrying out the destination stewardship strategy implementation - a ten year plan for the destination to build upon resident quality of life and the visitor experience - through collaborating with government and tribal entities, community partners and residents, implementation of the recommendations as prioritized and funded annually, and development and facilitation of project management of our strategic initiatives. This includes developing and maintaining strong relationships with the organization's strategic partners (economic development organizations, chambers of commerce, government and tribal entities, educational institutions, industry stakeholders, etc.) to execute action plans and deliver on key milestones and goals. As a core member of the team, you will be tasked with ensuring all goals are met or exceeded, and you will lead and facilitate the community engagement strategy. This position includes understanding how the actions of GCT and the industry impact the community, thinking about the big picture and identifying ways to promote tourism's benefits or mitigate its impacts.

The Director of Community Engagement and Destination Stewardship position is a full-time position, based out of the Missoula office, who will work with communities and partners in the Glacier Country region. They will collaboratively work with the leadership team in order to promote the overall mission of GCT. The position reports to the president CEO and works closely with the board of directors, staff, partners, industry partners and communities. Ability to travel up to six months per year across Montana, regionally and nationally is required.

#### **ROLES AND RESPONSIBILITIES:**

##### **Economic development and destination stewardship initiatives:**

- . Oversee the implementation of the destination stewardship plan as prioritized and funded annually, including research, selection and management of projects
- . Collaborate with government and tribal entities, community partners and residents, tourism industry, strategic partners, other related businesses to facilitate on-going destination development in line with destination stewardship plan and key GCT initiatives
- . Manage prioritization, planning, funding and implementation for the destination stewardship plan recommendations on behalf of GCT and tourism industry
- . Develop and strengthen strategic partnerships to enhance regional economic development, sustainability and growth
- . Implement GCT's economic strategies as part of the destination stewardship facilitation
- . Support the development of policy for select regional and statewide tourism and economic issues in line with GCT
- . Develop programing to support the attraction, retention and expansion of new and existing tourism related businesses, jobs and talent
- . Serve as the expert for GCT's support, community initiatives, economic impact, development and community relations
- . Staff various destination stewardship plan-related task forces, committees and public speaking engagements



### **Strategic engagement:**

- . Develop and strengthen strategic partnerships to enhance regional economic development, sustainability and growth
- . Serve as the GCT's expert on visitor economy impact on economic development
- . Liaise with economic development organizations, chambers of commerce, industry associations, community-based organizations, etc. on behalf of GCT and tourism industry
- . Meet with elected officials, their representatives and staff to keep them informed of the value of tourism and the needs related to the industry
- . Attend city council and county commissioner meetings, advisory body meetings and public workshops as needed
- . Monitor all city council and county commission agendas for items that impact or relate to the hospitality and tourism industry for additional follow up, outreach when needed
- . Analyze, lead and participate in the implementation of community-based programs, projects and initiatives
- . Initiate and recommend GCT's participation in speaking engagements to create awareness within the corporate and government sectors
- . Collaboratively work with president CEO on a course of action as appropriate and keep GCT colleagues and board members informed about key political, social, cultural, economic and environmental issues

### **Event and project management:**

- . Assist in the planning and management of GCT and community meetings, including operations, coordination, hosting of strategic partners, board of directors, etc.

### **Operational duties:**

- . Manage priorities consistent with destination stewardship plan
- . Meet and exceed goals with a specific focus on established KPIs
- . Execute engagement strategies effectively and in a timely manner
- . Assist with additional responsibilities as requested

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

#### **Skills required:**

- . Four-year degree or related experience in the nonprofit, destination and economic development, government relations and/or communications field
- . 5+ years of progressive experience in a similar strategic leadership role
- . Proven ability in strategic and tactical planning
- . 2+ years of project management and strategic engagement experience (ideally in hospitality or tourism industry)
- . Detail-oriented, methodical and extremely organized work style
- . Detail-oriented, methodical and extremely organized work style, coupled with the ability to see the big picture
- . Ability to successfully manage multiple projects and committees effectively
- . Ability to resolve conflicts effectively
- . Critical thinking and creative problem-solving skills including ability to propose and direct successful solutions on your own
- . Exceptional relationship building, customer service and interpersonal communication skills (oral and written)
- . Exceptional presentational skills and comfort with public speaking
- . A strong background working in project management and consumer relationship management (CRM) systems and reports
- . Technical proficiency with Microsoft Office Suite and exceptional computer and software skills (i.e., electronic mail, word processing, database development, internet usage, etc.)
- . Experience with local/municipal, regional, state 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
- . Ability to effectively interface with senior management, board of directors and staff
- . Exceptional interpersonal communication, negotiation, mediation and conflict resolution skills
- . Experience in project and volunteer management including building and motivating coalitions
- . Demonstrated leadership skills
- . Entrepreneurial and creative background, and open to new ideas and the value of compromise
- . Ability to multi-task and to pivot quickly in a rapidly changing environment
- . Strong knowledge of Western Montana and its assets

**Desired traits/abilities:**

- . Ability to hold strict confidentiality
- . Ability to work autonomously, yet collaborate with others as needed
- . Strong drive and a tendency to thrive in a very fast-paced, ambitious environment
- . Professional, adventurous, positive and confident attitude
- . Empathetic, but prioritizes the best interests of the organization
- . Proven track record of success facilitating innovative change and development
- . Ability to influence and engage coworker, volunteers, partners and peers
- . Energetic, flexible, collaborative, self-reliant and proactive; a team leader who can positively and productively impact initiatives
- . Ability to create buy-in and consensus for project engagement and participation
- . Knowledge of marketing, branding and media relations processes
- . Strong knowledge of the local market and its assets
- . Experience with local/municipal tourism related issues including the manner in which public policies and issues are developed and resolved
- . Entrepreneurial and creative background open to new ideas and the value of compromise
- . Talent for tracking, multi-tasking and the ability to pivot quickly in a rapidly changing environment
- . Problem solving skills and ability to propose and direct successful solutions
- . Knowledge of the tourism industry
- . Passion for GCT's mission

**BENEFITS:** Salary depending on experience (range \$65,000 - \$75,000). Full time employee benefits include paid time off, holidays and medical benefits. Company vehicle is available for all staff business travel. Approved travel expenses are reimbursable.

GCT is an equal opportunity employer, has an organizational commitment to the principles of diversity and inclusion. In that spirit, we welcome all qualified individuals without regard to race, religion, color, sex, ancestry, gender, gender identity, sexual orientation, age, marital status, disability, national origin, medical condition, U.S. veteran/military status, pregnancy or reasonable accommodation.

GCT offers an exciting opportunity for qualified, career-motivated professionals, and provides competitive compensation, as well as the chance to work with talented people in a successful, fast-paced and pleasant environment.

The above is intended to describe the general content of and requirements for the performance of the job. It is not to be construed as an exhaustive statement of essential functions, responsibilities or requirements.

President CEO: \_\_\_\_\_ Date: \_\_\_\_\_

Employee: \_\_\_\_\_ Date: \_\_\_\_\_