



Membership and Marketing Director Job Description

PURPOSE AND OBJECTIVES

The Membership and Marketing Director is responsible for helping promote the Moosehead Lake Region area as a destination for visitors. This position is responsible for expanding the membership base of DML by attracting new members and increasing member engagement in order to retain members. This position is also be responsible for working with any advertising, marketing or other companies toward the implementation of the marketing strategy in all its forms. These strategies include advertising, public relations, earned media, social media, research, special promotions, and the following as needed or directed; direct sales, tradeshow/industry meetings, familiarization tours and visitor services. Additionally the Membership and Marketing Director will assist in the Visitor Information Center as needed and respond to visitor inquiries. Event production and promotion is within position's responsibility.

PRINCIPAL DUTIES AND RESPONSIBILITIES

Marketing and Fundraising

- Implement the annual marketing plan as approved by the Marketing Committee and the Board of Directors.
- Oversee social media for Facebook & Instagram, monthly blog entries, newsletter and travel website posts.
- Establish content strategy for all platforms with the Marketing Committee including content calendar, personas, and gather user generated content.
- Develop collateral materials for visitors such as guidebooks, articles, press kits, and other written materials for public relations efforts to obtain maximum media coverage.
- Sell ads to members for the guidebook, the website, and any approved co-ops.
- Perform ad hoc assignments as necessary to maximize marketing opportunities.
- Maintain and update the DML website.
- Grant research and writing as necessary.

Event Production and Promotion

- Work with the Event Committee for event themes, sponsorships, logistics and ticket sales.
- Maintain files, and policy and procedure information pertinent to DML events
- Help solicit prizes, donations, support, funding, fundraisers and activities.
- Attend events, board meetings, and key committee meetings as possible and appropriate.

Community and Industry Relations

- Attend the Maine Highlands Board Meetings representing the Moosehead Lake area unless assigned to another staff or board member.
- Participate in Maine Office of Tourism meetings.

Information Services

- Provide information regarding events, services; restaurants, lodging, experiences and availability to current and prospective visitors via phone, email and in person.
- Perform all levels of customer service with area businesses, visitors and vendors

Administrative

- Maintain electronic and paper files in compliance with State and Federal non-profit regulations

OTHER

- Other duties as assigned by the Board of Directors.

INTERPERSONAL RELATIONSHIPS:

Daily interactions with Board of Directors, committee members, area businesses, owners, visitors, vendors, contractors, and volunteers.

EXPERIENCE & QUALIFICATIONS:

The requirements listed below are representative of the knowledge, and skills required.

EDUCATION

- Equivalent to a bachelor's degree is required, related field is beneficial.
- Training or certifications in sales and marketing, event management, tourism/hospitality and/or non-profits experience would be beneficial.
- At least three (3) years of business experience, hospitality experience a plus.

CERTIFICATES & LICENSES

- Appropriate, valid, state-issued driver's license, or ability to obtain upon hire, is required.
- Industry specific certifications beneficial.

KNOWLEDGE OF

- Sales and Marketing: Principles, processes, methods, and practices involved in showing, promoting, and selling services and locations.
- Member Development: Methods and techniques to assess member possibilities and determine ability to develop relationship and secure client's business.
- Hospitality industry, its priorities, operating protocols, trends, and issues.

WORKING CONDITIONS:

- 40 hours per week.
- Requires some weekends, holidays and occasional evenings.
- Requires some travel for professional events, business engagements, industry meetings with prior approval from Executive Committee.
- Requires use of personal car to perform some job duties throughout the Moosehead Lake Area; specifically business connections, to transport marketing materials and to maintain outreach.

REPORTS TO: Generally to Executive Director, Executive Committee, and Board of Directors and specifically to designated Director.

COMPENSATION: \$30,000+

APPLICATION: Send cover letter and resume to destinationmooseheadlake@gmail.com

Revised June 2021