

VISIT BUCKS COUNTY

Pennsylvania

Job Title: Visitor Experience & Partner Outreach Manager

Reports To: Industry Relations Director

Summary: Visit Bucks County, the official tourism promotion agency for Bucks County, PA is seeking a highly organized, detail-oriented Visitor Experience & Partner Outreach Manager to join a forward-thinking, fast-paced Industry Relations team to create leisure tourism opportunities, business-to-business hospitality and overnight packages to Bucks County. The position will be responsible for engaging the local travel community to produce, manage and package new and existing overnight tourism drivers as well as engaging and developing industry partners.

Pay Rate: Commensurate with experience; full-time salaried position.
Some night and weekend hours may be required.

Major Responsibilities:

The responsibilities for this position include, but are not limited to:

Product Development

- Collaborates with local and regional tourism partners to develop and execute packages and partnership opportunities (fairs, festivals, events) throughout the industry to increase overnight visitation to Bucks County.
- Develops and oversees new product (attractions, tours, events, etc.) strategies to drive visitor spending and increase occupancy throughout the year in Bucks County.
- Organizes and oversees product development committee meetings between the IR team and industry partners designed to brainstorm potential new product offerings, increase engagement and gain feedback.
- Works with industry partners to enhance current visitor experiences and extend overnight stays.
- Creates and secures sponsorship opportunities to support Visit Bucks County's consumer and partner events.
- Assists the Industry Relations Team with the development of Visitor Center events including, TreeFest, Quilt Show and Local Artist Series. Supports the department on industry-facing programming and events.

Industry Partner Engagement

- Stays current by researching visitor-friendly attractions, retail, restaurants and other organizations that enhance the Bucks County customer/visitor experience.
- Develops, manages and executes, Partnership & Packaging meetings, CEO Roundtable meetings and internal events to increase partner engagement.
- Works with the Partnership Relations Coordinator to oversee the maintenance of listings on the Visit Bucks County website and CRM.
- Liaison to Visit Bucks County's website advertising partner (Miles Partnership).
- Works with the Industry Relations Director and marketing and communications team to coordinate a communications plan that keeps industry partners informed.
- Works with President, Vice President and Industry Relation Director to represent Visit Bucks County at local business events and educate community leaders, teachers and students/schools about the importance of tourism/hospitality and the career opportunities.
- Performs other tasks as required.

Qualifications:

- Bachelor's degree with a minimum of 5-7 years working in the tourism and hospitality field at an attraction, special event or related organization developing visitation. Experience and exposure to the various aspects of running an attraction or special, including operations, sales, marketing and customer service.
- Excellent communication and people skills.
- Strong event planning and organizational skills with the ability to prioritize, collaborate and handle multiple projects in fast-paced environment.
- Knowledge of the Bucks County region.
- Creative, strategic thinker and confident negotiator who can work with individuals on all levels.
- A self-starter able to work both independently and as part of a team.
- Ability to meet deadlines and manage budget constraints
- Destination Marketing experience a plus.
- A sense of humor.

Please send a cover letter, resume and salary requirements to lisap@visitbuckscounty.com.
Use the subject line: **Visitor Experience & Partner Outreach Manager**. NO PHONE CALLS.