

Tourism Manager

Position Summary

The Tourism Manager leads Destination Seneca County, a division of the Seneca County Collaborative. The role is responsible for the day-to-day work of tourism promotion, partner engagement, visitor services, digital content, and the Seneca County Welcome Center.

The Tourism Manager reports to the President & CEO and serves as the Destination Seneca County division lead. The Manager also works with Collaborative division leads to provide graphic design, photography, content development, and other marketing assistance based on the priorities of their respective divisions. Other division leads retain responsibility for their programs and day-to-day communications.

This hands-on position combines community engagement and visitor assistance with content creation and project coordination. It requires creativity, strong organizational and communication skills, and consistent follow-through on tourism initiatives and assigned creative requests.

Key Responsibilities

Tourism Leadership & Promotion

- Leads the day-to-day operations and initiatives of Destination Seneca County in coordination with the President & CEO.
- Develops and executes countywide tourism promotions and campaigns that encourage visitors and residents to explore Seneca County.
- Works with tourism partners to identify new experiences and promotional opportunities that strengthen Seneca County's tourism offerings.
- Coordinates promotional timelines, materials, and outreach for tourism campaigns, events, and initiatives.

Partner & Community Engagement

- Builds and maintains relationships with lodging providers, restaurants, attractions, retailers, event organizers, local governments, and other tourism partners.
- Maintains a visible presence throughout Seneca County through regular communication, partner visits, and participation in tourism-related events and community activities.
- Coordinates partner communication and follow-up to support tourism promotions, visitor information, and shared initiatives.

Digital Content & Creative Development

- Manages Destination Seneca County's website, social media platforms, and calendar of events, keeping content and visitor information accurate and current.
- Develops written and visual content highlighting attractions, businesses, events, people, and experiences throughout Seneca County.
- Creates graphics, advertisements, promotional pieces, event materials, and other visual content using Canva and related tools.
- Captures and maintains photography highlighting Seneca County and organizes digital files, photography, and marketing assets for ongoing use.

- Develops and maintains the Seneca County Visitors Guide and other print and digital tourism resources.

Visitor Services & Welcome Center

- Oversees the Seneca County Welcome Center and supports a welcoming, informative experience for visitors and residents.
- Responds to visitor inquiries and provides accurate information about local attractions, businesses, events, and experiences.
- Maintains current brochures, guides, maps, and other visitor resources, coordinating updates with tourism partners as needed.

Tourism Board Coordination & Reporting

- Coordinates quarterly Seneca County Tourism Board meetings, including scheduling, meeting materials, communication, and follow-up.
- Collects and organizes tourism activity information, metrics, and updates to support reporting and planning.
- Prepares tourism-related information for the President & CEO, Seneca County Tourism Board, local government partners, and Seneca County Collaborative Board of Trustees.
- Tracks assigned reporting deadlines and follow-up items and keeps the President & CEO informed of progress and outstanding needs.

Tourism Industry Engagement

- Represents Destination Seneca County through involvement with the Ohio Travel Association (OTA), Ohio Association of Convention & Visitors Bureaus (OACVB), and other relevant tourism organizations.
- Participates in tourism industry conferences, meetings, and professional development opportunities to strengthen relationships and inform local tourism efforts.

Collaborative Marketing & Organizational Support

- Works with Collaborative division leads to provide graphic design, photography, content development, and other marketing assistance based on their needs and priorities.
- Assists with photography and creative materials for business visits, ribbon cuttings, events, announcements, and other organizational activities.
- Coordinates requested materials and related reviews with the President & CEO and appropriate division leads.
- Monitors assigned deadlines and next steps, follows up on outstanding items, and alerts the President & CEO when competing priorities or missing information could delay completion.
- Participates in Collaborative programs and events, supports shared campaigns and special projects, and performs other related duties as assigned.

Skills & Qualifications

- Bachelor's degree and experience in tourism, destination marketing, hospitality, marketing, communications, community relations, or related work preferred. An equivalent combination of education, training, and relevant experience will also be considered.
- Strong organizational and project management skills, with attention to detail and consistent follow-through.
- Effective written and verbal communication, relationship-building, and customer service skills.
- Strong proficiency with Canva and the ability to create professional graphics and promotional materials.
- Strong social media and digital content development skills, with experience managing website content.
- Proficiency with Google Workspace and Microsoft Office, with the ability to learn relevant digital platforms.
- Ability to work independently, manage multiple deadlines and partner requests, and collaborate with teammates and partners.
- Photography experience preferred.

Familiarity with Seneca County and an interest in community storytelling and promoting local businesses and experiences are valued.

Position Details & Working Conditions

- This is a full-time, in-person position based in Tiffin, Ohio. A valid driver's license, reliable transportation, and availability for regular local travel throughout Seneca County are required. The position also requires evening and weekend availability for tourism events, community programs, meetings, and other activities outside standard business hours.

Reports To: President & CEO