



## **Director of Community Engagement & Brand Development Visit Stockton**

### **ABOUT THE ORGANIZATION:**

Visit Stockton (formerly known as Stockton Convention & Visitors Bureau) is charged with the promotion and marketing of the city of Stockton as a meetings, events, and travel destination. Our promotional efforts are focused on driving additional tax revenue to our community to directly benefit our residents' quality of life. Visit Stockton believes its residents come first, and we continually strive to grow resident pride and enhance the image of our city. We believe that a city that residents believe in, will be a city that will drive future business investment and convert visitors into future residents to further grow a diverse and talented workforce.

Visit Stockton is a 501c6 non-profit trade organization funded by the collection of an assessment paid by guests to Stockton lodging establishments (Stockton Tourism Business Improvement District).

### **Vision Statement**

Stockton is widely respected as a diverse and welcoming community, providing unique and authentic experiences and opportunities for all.

### **Mission Statement**

Visit Stockton is dedicated to enhancing the region's Quality of Life by collaboratively leading the promotion of our richly diverse community and advocating for initiatives that will enhance the city's Quality of Place.

### **Organizational Values:**

**Accountability:** We practice accountability as an organization and expect it from team members individually; We establish clear agreements, explaining the what and the how, and provide feedback on those agreements.

**Have Fun:** We enjoy what we do; We remember that our industry is about celebrating our city and the relationships we build.

**Excellent Service:** We provide excellent service to stakeholders, visitors, and our community; Excellent service = personalized service that will enhance one's experience in the destination.

**Giving Back:** We give back to those in need in our community; We do this to better understand the community, connect to it, and help it reach its highest potential.

**Learn & Improve:** We are risk takers; We learn from our mistakes; We strive for growth personally and professionally via feedback and education; Our growth leads to innovation which makes us better able to fulfill our mission.

## POSITION OVERVIEW

Visit Stockton is seeking a collaborative, creative, and community-minded leader to serve as our Director of Community Engagement & Brand Development. This leadership role connects the organization's destination marketing strategy with authentic, community-rooted storytelling and resident engagement. If you are passionate about building partnerships, amplifying local voices, and championing a city's identity through compelling narratives, Visit Stockton could be your next professional home.

The Director of Community Engagement & Brand Development is part of the Leadership Team and reports directly to the CEO. The successful candidate will oversee community-facing programs, including the Visit Stockton Ambassador Program, manage strategic partnerships, and guide brand storytelling initiatives that reflect Stockton's diversity and vibrancy. This position works cross-functionally to ensure the city's identity is accurately represented in public-facing initiatives, builds civic pride, and fosters deeper connections between residents and the tourism economy. The Director will mentor team members and serve as a public representative for Visit Stockton in a variety of civic, cultural, and community forums. This Director manages and mentors the Events and Community Engagement Manager.

All Visit Stockton team members, regardless of role, share responsibility for promoting tourism's value in our community. Every position contributes to lead generation and supports the sales and marketing efforts that drive visitation and economic impact for Stockton. As a leader, this role carries the additional responsibility of actively educating community members about the importance of tourism and inspiring them to participate in creating new opportunities that benefit both visitors and residents.

This job description is an overview of the responsibilities that will need to be performed by the Director of Community Engagement & Brand Development. In no way does it state or imply that these will be the only duties the employee will be asked to perform.

**Responsibilities include:**

- Lead Visit Stockton's community-facing initiatives, including the Visit Stockton Ambassador Program.
- Develop and manage partnerships with local stakeholders including nonprofits, schools, arts and cultural organizations, and civic leaders.
- Surface, curate, and elevate authentic stories from Stockton residents and businesses to enhance brand identity and community connection.
- Act as a brand steward by ensuring consistency and integrity across all public-facing messaging, programs, and collaborations.
- Coordinate and execute presentations, educational workshops, and training sessions that promote tourism value, Stockton pride, and brand awareness.
- Educate residents, local organizations, and civic groups on the economic value of tourism and opportunities for Stockton to attract regional and national events.
- Collaborate with the CEO to align community-based programs with broader brand development goals and report on program performance, engagement reach, and community ROI.
- Identify opportunities within community networks that support tourism sales and event recruitment.
- Generate awareness and interest that results in qualified leads for sports tournaments, group meetings, and tourism events, in partnership with the Director of Sports and Tourism Development.
- Support internal marketing and event efforts with a focus on resident-facing content and inclusive storytelling.
- Participate in the strategic planning and execution of Visit Stockton's events and campaigns (e.g., Stockton Restaurant Week, Feast at the Fox, community marketing education programs, etc).
- Serve as a secondary spokesperson for Visit Stockton, representing the organization at public meetings, panels, and events when designated by the CEO or in their absence.
- Collaborate with CEO and Director of Sports and Tourism Development to align brand development with resident and visitor engagement goals.
- Oversee reputation management efforts and serve as a connector between local sentiment and organizational strategy.
- Develop and track KPIs for engagement initiatives, including participation metrics, partner retention, and sentiment impact.
- Manage and mentor team members responsible for executing community engagement and brand development programs.
- Supervise program budgets and provide performance feedback and development support to direct reports.
- Evaluate and counsel subordinates regarding discipline and other problems.
- Complete performance evaluations on subordinate employees.
- Stay informed on community trends, civic initiatives, and cultural movements to keep messaging timely and relevant.
- Research best practices, new opportunities, and trends on a regular basis and share information with internal team and partners.

- Maintains a well-informed working knowledge of the attractions and services available in the area to visitors.
- Participate in various industry organizations and activities to maintain positive relationships and awareness of the city of Stockton and Visit Stockton.
- Assist with special projects as assigned by the CEO.
- Assist with general office duties and marketing fulfillment as needed.
- Perform other tasks as assigned.

### **Skills & Qualifications**

- 6+ years of experience in community engagement, destination marketing, tourism, or nonprofit/municipal outreach.
- Demonstrated ability to manage cross-functional teams, direct staff performance, and oversee community-facing programs.
- Strong writing and storytelling skills, with experience shaping public narratives across channels.
- Skilled in preparing proposals, professional reports, and public communications tailored to civic, nonprofit, and government stakeholders.
- Proven ability to develop and evaluate program KPIs, analyze engagement data, and prepare regular impact reports to inform organizational strategy.
- Exceptional public speaking, presentation, and relationship-building skills.
- Demonstrated ability to adapt to shifting priorities, problem-solve under pressure, and manage community-facing issues with diplomacy and clarity.
- Deep knowledge of Stockton and/or demonstrated commitment to place-based work.
- Experience managing budgets, supervising staff, and developing program strategy.
- Proficiency in CRM systems, Microsoft Office, Google Workspace, and engagement platforms; experience with newsletter or content management systems is a plus.
- Familiarity with social media and content amplification tools.
- Experience with Canva, Adobe Creative Suite, or similar tools is preferred.
- Comfortable working evenings and weekends as needed for events and outreach.
- Bachelor's degree in Marketing, Communications, Public Affairs, or related field preferred (equivalent experience considered).

### **Physical/Sensory/Cognitive Requirements to Perform Essential Job Functions**

- Ability to sit at desk for 6-8 hours per day, if required.
- Ability to operate computer keyboard and view computer screen for 7-8 hours per day, if required.
- Ability to set up and tear down tradeshow booths, equipment, and marketing materials.
- Must be able to hear and converse via telephone and in person.
- Must be able to bend and stretch to reach file drawers.
- May be required to lift boxes and small equipment up to 50 pounds in weight.

**NOTE:** This job description is not intended to be all-inclusive. Employee may perform other related duties as assigned to meet the ongoing needs of the organization.

**CHANGES:** This job description will be updated if duties and responsibilities change significantly. Job functions are subject to modification based on business necessity.

**ADA/FEHA:** Visit Stockton will make reasonable accommodations in compliance with the Americans with Disabilities Act of 1990 and California's Fair Employment and Housing Act.

*We are an equal opportunity employer, committed to supporting an inclusive environment. We understand that individual differences enrich our organization, strengthen our services, and help us to attract and retain top talent. All employment actions and decisions are made free from discrimination without regard to race, color, sex, (including pregnancy), age, national origin, ancestry, military service, arrest or conviction record, marital status, citizenship, sexual orientation, disability, protected veteran status, religion, genetics, gender identity, or any other characteristic protected by law.*

*We expect all employees and management to support and uphold the principles of equal opportunity and help to prevent workplace discrimination and harassment. Our commitment to diversity is also present in strong workplace policies that support integrity, trust and respect for one another, and prohibit discriminatory practices.*

*Visit Stockton strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures.*

#### **Digital Resources:**

**Website:** [VisitStockton.org](http://VisitStockton.org)

**Facebook:** [Visit Stockton](#), [Stockton Restaurant Week](#), [Stockton Savings Pass](#)

**Instagram:** [@visitstockton](#)

**YouTube:** [youtube.com/VisitstocktonOrg](https://youtube.com/VisitstocktonOrg)

**LinkedIn:** [Visit Stockton](#)

#### **Compensation:**

\$75,000 to \$80,000 per year, depending on experience.

This is a full-time, in-person position based in Stockton, CA. Remote work is not available.

Visit Stockton offers competitive benefits including full medical, dental, and vision insurance for the employee; a retirement match program; cell phone allowance; two week's paid vacation per year.

**Anticipated Hire Date: As soon as possible.**

#### **Ready to Apply?**

If you are excited to take a leadership role in our organization and your skills, talents, experience and education are a good match, we would love to hear from you.

Submit your resume to [jobs@visitstockton.org](mailto:jobs@visitstockton.org).