**Job Description:**

**Manager of Member Services/Operations - Drummond Island Tourist Association (DITA)**

The objective for the **Manager of Member Services/Operations** is to recruit new members as well as work with current DITA members to identify and properly market all experiences offered in order to maximize members’ revenue opportunities. In addition, the **Manager of Member Services** will be responsible for ensuring members are aware of and in agreement with DITA’s marketing efforts and are realizing the benefits (increased business) of these efforts.

The **Operations Manager** will be responsible for the daily operations of the DITA office supporting all activities necessary to execute the Marketing of Drummond Island and DITA members.

**Knowledge:**

* Awareness of experiences offered by DITA members and Drummond Island;
* Understanding of all marketing channels available, including social media platforms, to promote DITA members and Drummond Island as a tourist destination;
* Understanding of the necessary principals to run a business, managing people, assets, and budgets.

**Operations Activities:**

* Daily activities:
  + Ensure office is properly staffed for hours of operation;
  + Ensure interior and exterior of office is properly cleaned and maintained;
  + Ensure promotional handout materials are available for visitors.
* Order and manage inventory of promotional handout materials;
* Management of receptionist:
  + Hours of coverage
  + Activities (See Receptionist job description)

(Note: in the absence of the Receptionist, it is the responsibility of both the Manager of Member Services/Operations and the Marketing Manager to jointly share the Receptionist duties.)

* Accounting Functions:
  + Ensure that membership fee notices are sent, collected, recorded and deposited;
  + Review, approve and pay vendor invoices;
  + Ensure all vendor invoices are paid on time.

**Operations Activities (continued):**

* Support (DIORC) Drummond Island Off Road Club by:
  + Processing accounts payable;
  + Manage insurance requirements for trails;
  + Review trail system and identify areas needing repair;
  + Apply to State of Michigan for trail project grants
    - Insurance coverage
    - Trail improvements
      * Manage bid process for large projects
    - Apply to State of Michigan for reimbursement of project(s) costs;
    - Maintenance (twice a year)
      * Contract out and manage completion of trail maintenance (brush)
* Support (DIGA) Drummond Island Grooming Association:
  + Project management;
  + Manage accounts payable;
  + Processing vendor invoices/payments (Certified Check);
  + Maintain records of all projects applied for and completed;
  + Manage Insurance policies:
    - Building and Equipment
    - Trails
  + Process annual property access permits with landowners:
    - Once fully executed, process payment to landowner
    - Maintain an itemized record of each payment
* **Accounting:**
* Work with Accountants (Anderson and Tackman) to perform annual audit, including:
  + Annual corporation filings for:
    - DITA
    - (DIGA) Drummond Island Grooming Association
    - (DIORC) Drummond Island Off Road Club
    - (LARA) Licensing and Regulatory Affairs
* Print reports prepared by Accountant for monthly Board meetings;
* Represent DITA at:
  + Monthly Township board meetings
  + Local DNR meetings
  + Annual Great Lakes Island Alliance conferences
* Prepare and present reports for monthly DITA board meeting documenting:
  + Membership growth
  + Member tourism/revenue growth
  + Membership concerns
  + Visitors’ experiences
  + Shortcomings
  + Suggestions for improvement

**Member Services – Activities:**

* Work with Marketing Manager to create marketing materials for presentation to prospective DITA members;
* Grow DITA membership by identifying and presenting to prospective members the benefit of being a member;
* Gain knowledge of DITA members and their services and use that to promote Drummond Island tourism;
  + Communicate with the Marketing Manager experiences offered so they can be promoted to prospective customers
* Communicate to DITA members those marketing activities being utilized to create more tourism;
* Work with members to create feedback reports documenting their increase or decrease in revenue (documented as a percent of increase or decrease):
  + Relay this information back to DITA Marketing Manager for purposes of determining which marketing activities deliver the best results;
  + Compare all members’ report results to ensure they are in alignment with other members’ algorithms;
  + Offer feedback to those members falling short.
* Develop and manage a visitors’ survey that provides DITA:
  + Feedback on whether their expectations were met;
  + Other services that could be offered to enrich visitors’

experiences providing DITA members increased revenue opportunities.

* Communicate with DITA members regarding Island events so they are prepared with available accommodations, food, assistance and supplies, ensuring visitors have a positive experience;
* Document and maintain all job activities required to execute the Manager of Member Services/Operations position so they can be carried out in your absence.

**Skills:**

* Computer:
  + Data entry;
  + Create and manage spreadsheets - input, edit, calculate and manipulate data for reports to be presented to DITA board and members;
  + Knowledge of various Internet browsers;
  + Ability to utilize computer for research;
  + Knowledge of different email and social media platforms;
  + Create presentations for prospective and current DITA members;
  + Graphics – creating visual aids;
  + Multimedia to create videos and multi-faceted platforms promoting DITA members’ resources and Drummond Island experiences;
  + Create and manage database for storing and recalling data;
  + Website management:
    - Build and manage content for DITA members’ experiences offered;
    - Utilization of Digital Marketing (Footprint);
* Strong written and verbal communication skills;
* Creativity – ability to create marketing materials/platforms for DITA members that will motivate prospective customers to visit Drummond Island;
* Strong team player supporting the efforts of all coworkers and creating a positive environment while working together in such a manner to ensure all established goals are met;
* Outgoing personality that reflects a willingness to help visitors enjoy their time on Drummond Island so they return and encourage others to visit as well.

**Summary:**

The ideal candidate for this position will have an Accounting background with experience managing a staff, possess strong verbal and written communication skills, and a background in building strong customer relationships by being service oriented and driven to deliver unsurpassed value. In addition, this person should have strong organization and presentation skills, be a high energy team player who is open to new ideas and presents themselves in a warm, welcoming and serving manner to all.

**DITA Goals: Attract more tourism to Drummond (revenue) while maintaining the assets and resources that make Drummond Island a tourist destination.**

* **Increase number of DITA members**
* **Broaden the year-round tourist season**