



Position Title: Guest Outreach & Experience Manager

About the Role

The Guest Outreach & Experience Manager leads proactive, on-the-ground initiatives that bring the Visit Canton brand to life for visitors, residents, and event audiences. This role is responsible for creating and executing dynamic, guest-facing programs, managing community ambassador outreach, and activating experiences during major events and peak-visitation periods.

In addition, this position serves as a manager-on-duty for Visit Canton Welcome Centers, providing frontline leadership and support to Guest Service Specialists.

Key Responsibilities & Major Activities

Guest Experience & Activations

- Develop and execute guest outreach programs and experiential activations aligned with major events, festivals, and high-visitation periods.
- Plan and oversee Visit Canton Welcome Wagon activations and visitor information booths
- Manage scheduling, maintenance, and appearances of the Pigskin mascot to support destination marketing efforts.

Welcome Center Leadership (Manager on Duty)

- Serve as manager on duty for Guest Service Specialists employed at Visit Canton Welcome Centers.
- Assist with special activations, performances, and the entertainment schedule at Visit Canton Welcome Centers during major events.
- Plan and oversee Visit Canton's offsite retail pop-up shops.

Community Ambassador & Volunteer Leadership

- Recruit, train, schedule, and manage a street team of volunteer community ambassadors to support event activations, visitor information booths, and retail pop-up shops.
- Promote volunteer opportunities and actively recruit registered volunteers for VolunteerStark.
- Develop programs and events for volunteer training, engagement, and retention.

Frontline Engagement & Training

- Develop and deliver routine communications, training materials, and briefings for frontline guest service teams to ensure consistent, high-quality visitor experiences.
- Collaborate with internal teams and partners to share timely information, updates, and best practices.

Visitor Resources & Distribution

- Participate in the development and oversee the distribution of visitor resources and promotional materials throughout the destination, including guides, maps, brochures, digital passes, apps, trails, and itineraries.

- Coordinate logistics to ensure materials are strategically placed and readily available during key demand periods.
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Qualifications & Attributes

- Experience in **guest services, tourism, hospitality, events, marketing, or community engagement**, including supervisory or lead responsibilities
 - Strong planning, organizational, and communication skills
 - Confident decision-maker able to serve as a manager on duty and resolve issues in real time
 - Energetic, creative, and outgoing personality with a passion for engaging people face-to-face
 - Proven ability to lead, motivate, and coordinate staff and volunteers
 - Flexibility to work **most weekends and occasional evenings** based on event schedules
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Why This Role Matters:

This role blends **guest experience leadership, community outreach, and frontline management**, making it central to the visitor experience in Canton and Stark County. The Guest Outreach & Experience Manager helps ensure that every interaction — whether at a Welcome Center or in the community — reflects Visit Canton’s commitment to hospitality, pride, and destination excellence.

Visit Canton Overview:

Visit Canton is Stark County’s destination marketing organization, funded through a lodging tax administered by the Stark County Commissioners. Our mission is simple and powerful: to promote and support travel and tourism that strengthens our community. Tourism generates \$2.2 billion in economic impact for Stark County, supporting local businesses, jobs, and the places that make our region special. At Visit Canton, our team works every day to tell our community’s story, build meaningful partnerships, and support events and initiatives that benefit residents and visitors alike. If you believe in the power of community and want your work to make a lasting local impact, we invite you to explore a career with Visit Canton. Learn more at www.VisitCanton.com.

Submit resumes for consideration to: Rosie Kurtz rosiek@visitcanton.com