



Job Title	Destination Experience & Promotion Manager
Location	Pleasant Prairie, WI
Supervised by	Executive Director
Last Revised	July 2026
Classification	Full-Time

If you love purpose-driven work full of community and collaboration, variety in your day, and a team that knows how to have fun while getting things done, we'd love to hear from you—explore the full job description below.

Submit your cover letter and resume to Sarah Howard at Sarah@VisitPleasantPrairie.com, with the job title in the subject line. Thank you in advance!

Company Overview:

Since launching in 2018, Visit Pleasant Prairie has evolved into a dynamic presence in the tourism industry, a 501(c)(6) nonprofit dedicated to destination development and strategic marketing. Funded by hotel and short-term lodging tax and fueled by big ideas (and coffee!), we're all about driving the growth of our region's hospitality industry in an authentic and sustainable way that is of value to our local community. As an economic catalyst, we continue to bring excitement and energy to everything we do.

Our organization has hit significant milestones in the past few years, including expanding the team, opening our first-ever Welcome Center in May 2024, developing unique cherished community traditions and beloved annual experiences like the Halloween and Holiday Lights Tour, while also developing new destination venues like the Lake Andrea Beer Garden & Festival Grounds.

From our signature events and local collaborations to our memorable digital and print promotions, our team is dedicated to making Pleasant Prairie a truly special place to live and visit. After all: *It's Always Pleasant in the Prairie!*

Position Overview:

The Destination Experience & Promotion Manager is responsible for bringing Visit Pleasant Prairie's destination campaigns to life while developing a variety of content that authentically inspires the audience to visit. This role leads the planning and execution of key tourism initiatives while ensuring print and digital marketing materials remain current and engaging.

The ideal candidate is highly collaborative and organized with a passion for creating memorable experiences for every aspect of the visitor journey – from exploring on a page to an in-person visit. They excel in a fast-paced environment and enjoy managing multiple projects at once. This person should have experience succeeding in a dynamic marketing role.

This is a great opportunity to become part of a thriving organization and contribute to a focused, mission-driven team. Together, we'll drive meaningful community impact and elevate Pleasant Prairie's standing as a premier destination.

Primary Responsibilities:

VPP Annual Signature Experiences

Responsibilities include optimal planning, logistics, coordination with partners, execution, and analysis reports of these multi-faceted experiences:

- VPP Egg Hunt
- Plates & Pours Tour
- Halloween Lights Tour
- Holiday Lights Tour

Products & Publications

- Manage the life cycle of VPP marketing materials from concept to public-facing, including guides, rack cards, signage, swag, and other products in an optimal manner
- Coordinate advertising opportunities from start to finish, including communication with partners, gathering assets, reviewing proofs, and ensuring deadlines are met with effective outcomes

Website & Digital Content

- Manage all VPP website content, ensuring it is timely, accurate, engaging/valuable to the viewer, and aligned with brand guidelines
- Manage the organization's content on third-party websites/platforms (e.g., VPP social media, eNewsletter, and profiles on partner websites)
- Coordinate graphic design, photo, and video capture needs, assisting with content creation with a strong eye for compelling visuals
- Monitor the organization's digital performance using tools like Google Analytics, Meta, and MailChimp to provide impact reports with actionable insights

Administrative Support

- Write and edit engaging content across various platforms, intended for various audiences (e.g., business and leisure visitors, sports rights holders, VPP partners)
- Serve as liaison with Creative team
- Collaborate with the Visitor Services & Events team to stay informed on relevant trends, ensuring proactive and positive outcomes on marketing materials, updated/new processes, and initiatives
- Manage organized physical and digital filing systems, ensuring data confidentiality and integrity
- Utilize project management tools (e.g., Monday.com) to organize and track progress on initiatives from start to finish
- Support VPP events, partner activations, and other organizational priorities as assigned

Visitor Experience

Responsibilities of working within a dynamic Welcome Center & Gift Shop environment requires staff to always be visitor-ready

- Provide excellent customer service, offering visitors relevant and current information about area attractions, services, and activities to enhance their experience

Qualifications:

- Bachelor's degree required
- Experience in management preferred, ideally in business, marketing, and hospitality-related industries
- Successful management of multi-layered advertising campaigns
- Experience writing copy for a variety of platforms (e.g., webpage, social media, advertisements)
- Photo and video capture/editing skills (smartphone-level acceptable)
- Proficiency in the daily use of Microsoft 365, project management platforms, digital documentation and filing systems
- Aptitude for learning new software and systems
- Strong project management, organizational, and problem-solving skills
- Excellent communication and interpersonal skills
- Detail-oriented, resourceful and proactive, with solid research skills
- Ability to work independently, manage multiple tasks and priorities while meeting deadlines
- Hospitality-focused mindset with a genuine passion for community engagement
- Maintain a flexible, can-do attitude with a willingness to step in wherever needed to keep momentum and deliver results
- Must be comfortable and willing to work indoors and outdoors, in all seasons
 - Everyone at Visit Pleasant Prairie helps with our events and experiences, in varying capacities
- This role requires physical tasks like lifting, pushing, or pulling up to 50 pounds
- Successful candidates will also participate in a pre-employment physical examination
- Must be comfortable driving the company vehicle for business-related errands, events, or deliveries

- Must be willing to undergo a background check and motor vehicle records (MVR) check as a condition of employment
- Familiarity with Pleasant Prairie, Wisconsin, and the Kenosha County area
- Ability to sit at a desk for prolonged periods
- Ability to operate a provided MacBook or iMac

Typical Schedule:

- Monday-Friday, 8:30 AM – 4:30 PM
- Average of 45 hours/week

Pay Range:

- \$55,000-\$65,000

Benefits:

- ICHRA Healthcare Reimbursement
- Dental & Vision Plan
- Disability Insurance (Short & Long-Term)
- Life Insurance
- Retirement Savings Plan with Company Match
- Paid Time Off and Holidays
- Provided Cell Phone or Phone Stipend
- Bonus Potential
- Professional Development
- Staff Outings
- Pleasant Prairie RecPlex individual membership (approx. value of \$818/yr)

Welcome Center & Offices:

4721 75th Street, Pleasant Prairie, Wisconsin

Visit Pleasant Prairie is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, or protected veteran status and will not be discriminated against on the basis of disability.