

Director of Community

Adventure Travel Trade Association (ATTA)

The Director of Community serves as the strategic leader for ATTA's global membership initiatives, responsible for fostering engagement, growth, and satisfaction among members across regions. This role leads the team and strategy that connects adventure travel professionals, builds community trust, and ensures that ATTA consistently delivers meaningful value to its members and the broader adventure travel community.

The ideal candidate is both visionary and hands-on—able to listen deeply to the community, identify evolving needs and opportunities, and transform insights into programs and experiences that strengthen ATTA's role as a global connector and catalyst for the industry.

Key Responsibilities (What you'll do):

- **Mission, Policy & Planning:**
 - Aligns all membership initiatives with ATTA's mission, vision, and strategic goals.
 - Identifies and develops opportunities to expand ATTA's community in key regions, market segments, and industry sectors, in collaboration with the President and Business Development team.
 - Advises the President and Board on ATTA's community health, industry relevancy, and organizational impact.
 - Continuously monitors external trends, member feedback, and community sentiment to identify new opportunities for engagement, innovation, and service.
 - Ensures that ATTA's programs and member offerings evolve in alignment with the needs of the global adventure travel community.
 - Collaborate with the President and team on new strategic initiatives for members and community, examples such as: C-Level, High End, Cycling, Chapters.
- **Management and Administration**



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- Leads and supports the Membership & Community team, ensuring they have the clarity, resources, and guidance needed to succeed, grow professionally, and deliver exceptional value to ATTA's members.
- Leads the day-to-day operations of the community team, ensuring efficiency, accountability, and alignment with ATTA's strategic objectives.
- Oversees and refines membership communications and engagement strategy, ensuring clear articulation of benefits, opportunities, and community impact.
- Facilitates meaningful member-to-member connections through direct outreach, events, and ATTA's members-only platform, The HUB, fostering belonging and collaboration.
- Guides the development and interpretation of membership reporting and analytics—tracking trends in growth, retention, and engagement to inform strategic decision-making.
- Partners cross-functionally to ensure membership initiatives are integrated across ATTA's programs, events, and digital experiences.
- Hands on approach to work on connecting strategy to execution, and getting work done with the membership team.
- Manages membership business unit and all its programs in example: ambassadors, adventure champions, membership sustainability commitment, etc

- **Community Relations & Value Creation**

- Champions ATTA's role as the trusted voice and convener of the global adventure travel community.
- Serves as an advocate and spokesperson, representing ATTA's mission, services, and values to members, partners, and the broader travel industry.
- Listens actively to members and regional advocates to identify emerging needs, challenges, and high-value niches within the industry.
- Develops and implements community-building programs and services that deliver tangible value—strengthening ATTA's reputation as an indispensable resource for adventure travel professionals.
- Ensures ATTA's community strategies are inclusive, adaptive, and impact-oriented.

- **Cross-functional Collaboration**

- Works closely with the Marketing, Operations, and Business Development teams to ensure a cohesive member experience across all touchpoints.
- Partners with event, technology, and communications teams to integrate member value delivery into ATTA's products, campaigns, and initiatives.



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- Collaborates with regional teams to strengthen global connectivity and cultural resonance.

Desired Skills:

- **Industry Experience:** Experience in association management, membership programs, or community leadership.
- **Strategic and Member-Centric:** Demonstrates the ability to connect organizational strategy with community needs, ensuring programs deliver measurable member value.
- **Collaborative:** Builds consensus across teams, aligning membership strategy with organizational goals.
- **Detail-Oriented and Analytical:** Uses data and insights to evaluate success and identify opportunities for growth.
- **Proactive:** Anticipates needs, takes initiative, and drives improvements with creativity and accountability.
- **Tech Savvy:** versed or open to learn and become a heavy user of tools like Salesforce, Asana, Slack, Zapier and AI tools like chatGPT
- **High Level Network:** well developed relationships in the adventure travel space, ideally with good relationships with outbound operators, C-Level leaders and the high end/luxury market.

Required Skills:

- Strong written and verbal communication skills.
- Current or previous management/founder/CEO-level experience as a Tour Operator; familiarity with the adventure travel industry and/or B2B travel events strongly desired.
- Demonstrated ability to manage relationships across cultures and global contexts.
- Experience in a remote working environment using collaborative tools such as Google Workspace, Asana, and video conferencing platforms.
- Results and relationship-driven leadership — able to balance measurable outcomes with authentic connection, trust-building, and collaboration across global communities.

Reports to: Gustavo Timo, President

Works closely with: Marketing, Operations & Business Development teams

Location preference: This is a remote, global friendly position

Hours and Compensation: This is a full-time role 40 per week / 160 hours per month role.

Compensation range for a US based employee is \$36-45/hr. USD. Actual compensation will be decided based on the candidate's experience, skills and cost of living adjustment based on the



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candidate's place of residence. Contract position also considered.

Working Conditions:

- *Requires ability to balance multiple complex priorities and make rapid decisions in dynamic contexts.*
- *Flexible schedule with some irregular hours to meet global and organizational needs.*
- *Travel required for events, member engagement, and leadership gatherings.*
- *Maintains a professional and positive image aligned with ATTA's values and community ethos.*

Please apply [here](#)

As an equal opportunity employer, ATTA requests that you do not include a profile picture nor an address in your application.

ATTA is committed to doing business in an environment of mutual respect and tolerance, treating each other and travelers with respect, professionalism, and conducting business with safety, honesty, and integrity. We're 100% committed to providing a harassment-free environment for everyone, regardless of gender identity, race, ethnicity, religion, disability, sexual orientation, physical appearance, or other facets of personal identity. We will do our best to make accommodations needed for qualified candidates.

About Adventure Travel Trade Association

Established in 1990, the Adventure Travel Trade Association is the largest global network of adventure travel leaders. Our community is made up of ~30,000 individual guides, tour operators, lodges, travel advisors, tourism boards, destination marketing and management organizations, outdoor educators, gear companies and travel media who share a belief and commitment to sustainable tourism. The connections and creativity of this vibrant community come together both virtually and in person to create and deliver the solutions that propel our businesses and our communities toward a responsible and profitable future.

Adventure Travel Conservation Fund

In 2016 the ATTA partnered with other leaders from the adventure travel industry to start the Adventure Travel Conservation Fund (ATCF), a nonprofit that provides funding, connections and an international spotlight on projects that protect the cultural and natural resources which



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underpin the adventure tourism industry. 100% of membership dues go towards funding these international projects. Each year members nominate projects, which are then vetted and finally voted upon by the ATCF membership.

For more information:

- [ATTA Homepage](#)
- [Events](#)
- [Research](#)
- [AdventureEDU](#)
- [AdventureTravelNews](#)
- [ATTA Consumer Site - Adventure.Travel](#)