



Marketing Specialist

About Visit Annapolis:

Visit Annapolis and Anne Arundel County (VAAAC) is a nonprofit, membership-based Destination Marketing Organization (DMO) that generates revenues for the local economy by promoting Annapolis, Anne Arundel County, and the Chesapeake Bay to leisure and business travelers across the country and around the world. As the county's Destination Marketing Organization (DMO), we execute strategic marketing and sales campaigns that position our portfolio of brands to key markets encouraging first-time as well as repeat visitation to the county. Our strategy combines multi-channel advertising, inbound marketing campaigns, direct sales initiatives, and continued media relationship nurturing.

Position Summary:

The Marketing Specialist is responsible for supporting and optimizing VAAAC's marketing initiatives. This includes updating the collection of Visit Annapolis & Anne Arundel County websites; planning and execution of VAAAC e-mail marketing contact lists and campaigns; complete maintenance of digital photography and video asset library; management of marketing traffic flow using project management software. The Marketing Specialist collaborates with the VAAAC marketing team on solutions within VAAAC's mission and strategic plan. The Marketing Specialist exhibits strong communication skills and high attention to detail.

Responsibilities:

- Maintenance of VAAAC collection of websites, including all photos, copy, and information on hotels, restaurants, attractions, etc. via CRM database and CMS. Experience using SimpleView CMS preferred.
- Maintenance of e-mail marketing database of contacts for partners, consumers, meeting planners, and journalists.
- Promote and share information, news, and offers about VAAAC and destination product to the various target segments; visitors, partners, legislation, meeting planners, and journalists via e-mail.
- Assist in the research of the visitor lifecycle and how they interact with VAAAC's brands to understand the best ways to reach them via e-mail.
- Use e-mail marketing concepts and metrics to measure and optimize VAAAC e-mail campaigns, improving open rates, deliverability, click rates, and conversion rates.
- Curate, organize, document, catalog, and manage all digital assets in VAAAC's library of photos, videos, and brand assets. Experience using CrowdRiff preferred.
- Prepare daily priority lists, weekly project status reports, and project budgets.
- Communicate potential problems to the Director of Marketing and recommend solutions.
- Assist in creating timelines, instructions, and breakdowns for future projects.

Qualifications:

- Bachelor's degree and commensurate experience in Marketing, Communications, Business, or related field.
- 2+ years of experience in Marketing, Communications, or equivalent. Experience in tourism, destination management, and/or hospitality marketing preferred.
- Ability to use Microsoft Office suite of products.
- Ability to use Adobe Creative Suite.
- Ability to use CRM systems, such as SimpleView CRM.
- Ability to use project management software, such as Basecamp.
- Ability to use Video Conference apps, such as Zoom and MS Teams, Website building and maintenance tools, and Email Marketing tools, such as Act-On.
- Maintains knowledge and expands usage of technical marketing and administrative tools and apps.

- Knowledge of tourism and economic development opportunities and challenges in Annapolis and Anne Arundel County, Maryland.

Submission:

- All applicants should submit a cover letter and resume to hr@visitannapolis.org. Please include "Marketing Specialist" in the subject line.