



Chief Marketing Officer





# CHIEF MARKETING OFFICER

The Chief Marketing Officer leads their team in driving demand for leisure visitors and group/event business, creating room demand through overall marketing and sales initiatives. The position commits to sales strategy, direction, management, and top-level oversight of room night sales, communications, digital and print marketing, and public relations.

They are focused on creating positive ROI in Sales, Advertising, Brand Management, Digital Engagement, Marketing Campaigns, Research, Group Meetings & Conventions, Film Commission, and Partnerships. Through collaboration and leadership, the position supports all departments to achieve marketing priorities and initiatives.

Team members currently include:

1. Marketing Manager
2. Communications Manager
3. Director of Group Business Development
4. Group Business Development Manager





## CORE RESPONSIBILITIES

- Work actively with the CEO to be an architect, custodian and champion of the destination brand which clearly differentiates Augusta from all competitive destinations.
- Lead innovative and creative marketing efforts to amplify brand awareness and position Augusta as a desirable visitor destination.
- Collaborate internally and externally to develop and execute integrated marketing, communications and public relations strategies to connect with new and repeat visitors.
- Facilitate positive media coverage for the destination.
- Cultivate positive relationships for Destination Augusta with relevant regional and national media.
- Inform and educate the public, especially the local community, that destination promotion is a public good for the benefit and well-being of all.
- Supervise the coordination of media relations efforts and identify the appropriate spokesperson within the organization.
- Collaborate with other core teams to create the strategic plan, business plan, etc.
- Participate on special projects and teams such as National Travel & Tourism Week, sales missions, destination discovery tours, community engagement initiatives.
- Administer Destination Augusta's tourism grant program, and provide guidance on opportunities to improve the program.
- Stay current on industry trends and recommend/implement changes accordingly.
- Represent Augusta at state, regional, and national conferences, and conventions.
- Serve in volunteer leadership roles that align with Destination Augusta's mission.
- Provides coaching, mentoring, professional development, and performance management with a positive working environment that reflects the culture.
- Provide the CEO with monthly reports of individual progress and sales team progress.
- Provide or coordinate vendors, tools and training needed to maximize time and results.



# MARKETING & COMMUNICATIONS

- Leads the creative process and develops strategies in collaboration with the agency for print and digital advertising, media planning, social media engagement, event activations, PR campaigns, key research data marketing collateral, and website.
- Identifies markets and sales strategies that will drive a maximum amount of room demand.
- Develops strategic partnerships with community and business partners to further leverage investments in marketing efforts to maximize reach.
- Oversees site visits and FAM tours as needed.
- Prepares and reviews monthly marketing reports and takes appropriate action steps.
- Presents marketing reports to the Board of Directors.
- Collaboratively develop short and long-term plans and strategies for achieving departmental goals and objectives; anticipate critical obstacles and issues.
- Develop and monitor comprehensive key performance indicators (KPI's) designed to measure the effectiveness of marketing programs, identify trends, and develop new research-based business strategies.
- Control expenditures to budgetary requirements; contribute to the development, monitoring and evaluation of annual budgets and marketing goals.
- Analyze and interpret all marketing program reports and analytics to develop monthly board, quarterly, and annual reports.
- Responsible for the proper use of graphics standards, logos, and all forms of communications to ensure consistency across all Destination Augusta brands.
- Develop market research projects. Collect and interpret data on group and leisure travel consumer behavior. Oversee selection of marketing research firms.
- Provide oversight for all Destination Augusta video and photography projects.
- Develop and present marketing presentations as needed.
- Develop effective plans that help Augusta excel among identified peer destinations.



## QUALIFICATIONS & QUALITIES

- Communications, marketing, business administration or related degree
- At least four-year business development and/or marketing experience
- Experience leading and motivating teams
- Demonstrated success in managing multiple projects and priorities simultaneously within short timelines
- Well-versed at connecting strategic objectives to tactical implementation
- The ability to manage multiple projects, team members, and agencies and resolve conflict effectively
- Problem-solving skills and ability to propose and direct successful solutions

## PERSONAL ATTRIBUTES

- Strategic Thinking/Planner
- Clear and Concise Communicator
- Able to clearly articulate the overarching goal
- Big Picture Thinker
- Ability to always look at the visitor's perspective





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## INTRODUCTION

Destination Augusta is the destination marketing and management organization contracted with the City of Augusta to promote, develop, and brand the destination to attract visitors and create economic opportunities and vitality. As a 501(c)6 corporation, Destination Augusta is the exclusive provider of tourism promotional and development services.

## HISTORY

Augusta's first Convention and Visitors Bureau was established in 1980 as a department of the Augusta Chamber of Commerce. In 1988, the City and County created the Augusta-Richmond County Convention and Visitors Bureau as a joint entity of the two governments. On January 1, 1997, the ACVB, Inc was created and entered into a service agreement with the City of Augusta.

Destination Augusta also operates Augusta & Co., Augusta's Experience center, located at 1010 Broad Street; and the Augusta Film Commission.

## FUNDING

Primary funding is derived from a portion of the local 6% lodging tax. Destination Augusta receives 33% of the hotel tax, which is designated for marketing and promotions. Destination Augusta administers a tourism grant with additional hotel tax restricted for that purpose.

### *Our* VISION

Augusta is a thriving community rich with experiences that attract people.

### *Our* MISSION

Destination Augusta develops and promotes our community, inspiring people to have unforgettable experiences.

### *Our* VALUES

Leadership

Innovation

Collaboration

Fun!



## LEADERSHIP



**Bennish Brown**  
*President/ CEO*



**Trent Snyder**  
*Vice President of Finance  
& Administration*



**Jennifer Bowen**  
*Vice President of  
Destination Development  
& Community*

## BOARD OF DIRECTORS

- James Heffner, Chair, SRP Federal Credit Union
- Donald King, Vice Chair, Loop Recruiting
- Derek May, Treasurer, Azalea Development
- Tristan Davis, Secretary, Residence Inn - Augusta
- Brandon Haddock, Immediate Past Chair, Textron Specialized Vehicles
- Michelle Pippin, Ex-Officio, Augusta Sports Council
- Scott Lewis, Legal Counsel, Fulcher Hagler LLP
- Parker Dye, Jordan Trotter Commercial Real Estate
- Sean Frantom, Augusta Commission
- Cary Goldsmith, Bodega Ultima
- Anne Catherine Murray, Augusta Symphony/Miller Theater
- Melissa Oden, Owner of Healthcare Companies
- Sue Parr, Augusta Metro Chamber of Commerce
- Stacy Pulliam, Augusta Commission
- Corey Rogers, Lucy Craft Laney Museum of Black History
- Michael Shaffer, Georgia Cyber Center





## VISITOR ECONOMIC IMPACT - 2022

- Visitor spending generated \$813 million
- Visitor spending breakdown:
  - Food & Beverage: \$222.5 million
  - Transportation: \$115.8 million
  - Lodging: \$182.2 million
  - Retail \$117.2 million
  - Recreation: \$175.4 million
- Visitors generated \$60.5 million in state and local taxes. Each Augusta/Richmond County household would need to be taxed an additional \$822 per year to replace taxes generated by visitor economic activity.





# ABOUT DESTINATION AUGUSTA

## Come See **AUGUSTA**



In March of 2020, the Augusta Convention & Visitors Bureau partnered with Wier Stewart to develop a brand perception to better reflect the ACVB's audiences:

- Leisure Travelers
- Community Partners
- Event Planner Contact

Most people are coming to Augusta to visit family and friends. With this data and understanding of the target audience the ACVB decided to lean on their biggest asset - THE PEOPLE.

The Destination Augusta brand now reflects the diverse, fun, energetic, vibrant, charming, authentic folks that call this city home. The key brand tone words are:

- |                |                 |              |               |
|----------------|-----------------|--------------|---------------|
| • Authentic    | • Easy          | • Historic   | • Established |
| • Accessible   | • Up And Coming | • Affordable | • Artsy       |
| • Undiscovered | • Safe          | • Outdoorsy  | • Unique      |
| • Friendly     | • Vibrant       | • Laid Back  | • Real        |



## STRATEGIC PLAN

Destination Augusta is committed to creating a total visitor destination by focusing on the following strategic initiatives:

### 1 *Destination Augusta is strategic and innovative in marketing Augusta as a destination*

- Augusta must stand out as a unique visitor experience in a highly competitive travel region and Destination Augusta meets the highest industry standards and ROI.
  - Brand management
  - Use marketing to reach residents and in-market visitors
  - Drive visitor growth by focusing on "need periods" when hotels have vacancies

### 2 *Expand and enhance the visitor experience emphasizing outdoors*

- Augusta must continue to grow and improve the breadth and quality of the visitors experience to be a world-class destination.
  - Focus on downtown and all experiences, events, etc. that attract visitors to Augusta
  - Support and encourage growth of activities that extend the stay

### 3 *Improve visitor mobility into and within Augusta*

- Augusta is a large, spread-out destination with many geographic areas where visitors gather. The visitor economy is dependent on efficient mobility.
  - Partner with the airport to rebrand, expand airlift, and amplify the arrival experience
  - Coordinate ongoing improvement of signage, wayfinding, etc. to key points of interest
  - Support litter abatement and beautification efforts

### 4 *Advocate and provide leadership on travel industry issues to propel Augusta forward as a destination*

- Partnership with other economic development entities is critical to drive economic growth for Augusta.
  - Advocate for policies that encourage the film industry in Georgia and Augusta
  - Advocate for expanded and improved accessibility (Diversity, Equity and Inclusion)
  - Advocate for the support of local agencies in the reduction of crime and litter to create a safe, clean environment for visitors and residents

*Come See*

**AUGUST** **A**



# LIVING IN AUGUSTA

Georgia's second oldest and second-largest city, Augusta, is home of The Masters Golf Tournament and Augusta National Gold Club. Located on the state line with South Carolina and the Savannah River, Augusta provides many amenities to its residents. Augusta is a thriving community built on a solid foundation of local pride and artistic eccentricity.

Richmond County, where Augusta is located, is the site of Fort Eisenhower (formally Fort Gordon), the recently designated National Cyber Security Headquarters. Several private cyber companies have located in the region providing employment. Augusta University, a merger of the former Augusta State University and the Medical College of Georgia, is a major institution. Business and industry is diversified with education, medicine, biotechnology, and cybersecurity being among the largest sectors.

Climate in Augusta is mild in the winter and warm in the summer. Downtown Augusta has several performance venues including the James Brown Arena, a homage to the late Augusta native and soul singer. A minor league baseball affiliate of the Atlanta Braves makes its home downtown. The Augusta Regional Airport provides easy access to numerous hubs.



 **100,000 FT<sup>2</sup>**  
CONVENTION CENTER

 **218 DAYS**  
OF SUNSHINE  **MAJOR**  
HIGHWAYS  
ACCESS

**300+** RESTAURANTS 

 **50**  **70+** HOTELS  
SPECIAL EVENT VENUES **15** CULTURAL ATTRACTIONS 

  **20+** ANNUAL  
FESTIVALS & EVENTS

**100+**  
MILES  
OF HIKING & BIKING TRAILS  **70 YEARS**  
COMBINED YEARS OF GUEST SERVICES EXPERIENCE  
**7,500** GUEST ROOMS 



## *How To Apply*



If you are interested, please reach out to Mara Maund at Loop Recruiting.

*(706) 828 - 1427*

*[mmaund@looprecruiting.com](mailto:mmaund@looprecruiting.com)*

