

# VISIT BATON ROUGE

## JOB DESCRIPTION

Job Title: Vice President of Marketing & Communications  
Date: August 2022  
Direct Report: President & CEO  
Classification: Exempt

### Position Summary

The primary role of the Vice President of Marketing & Communications is to manage and oversee all marketing, communications, public relations, and advocacy efforts of Visit Baton Rouge, including but not limited to destination branding, strategies, and research related to the mission of Visit Baton Rouge.

### Duties and Responsibilities

Develops, implements, and manages the advertising and communications plan based on research/data to reach each of Visit Baton Rouge's target markets and audiences across multiple channels. Establishes goals and outlines Key Performance Indicators (KPIs) to measure success.

Hires, trains, and supervises the Visit Baton Rouge marketing, research, and communication staff, including, but not limited to, assigning, directing, and monitoring their work assignments to achieve goals and/or KPIs measurements.

Manages all aspects of Visit Baton Rouge's brand to ensure an effective and consistent message is communicated for the destination. This includes, but is not limited to, the creation and implementation of new brand, brand messaging and brand strategies when deemed necessary.

Strategizes, directs, and manages relationships with all contracted marketing and public relations agencies and the respective products produced and distributed on behalf of Visit Baton Rouge.

Develops, monitors, and maintains the Marketing & Communications Department's annual budget. Approves expenditures within the department and prepares and implements budget adjustments in conjunction with the President & CEO and the Director of Finance as necessary.

Serves as official spokesperson for Visit Baton Rouge at the request or absence of the President & CEO.

Works with the President & CEO in an advocacy role to educate community leaders, stakeholders, and elected officials concerning the importance of the travel industry and of the role Visit Baton Rouge plays in the growth of our local economy.

Oversees the tracking, analysis, and graphing of relevant marketing and communications data and statistics. Oversees the creation, accuracy and distribution of regular and annual reports highlighting Baton Rouge-area travel industry successes and Visit Baton Rouge's accomplishments based on its goals and objectives and/or agreed upon KPIs and other information.

Works with communications team to plan, develop, execute, and manage content strategy plan and all digital, video, broadcast, print and collateral content.

Implements and monitors new programs, goals, and standards of assigned staff to ensure efficient and effective operation.

Responds and resolves sensitive and controversial departmental and related supervisory staff issues, inquiries, and complaints in order to compile reports for the President & CEO relative to key issues and actions taken toward resolution.

Works with management and staff to ensure consistent marketing, communication messaging and brand integrity as needed via presentations, proposals, videos, commercials, digital advertising, events, programs, etc.

Collaborates with management and staff to develop strategies to boost attendance and economic impact relating to events, festivals, meeting, conventions, etc.

Works with management and staff to identify innovative technology and data solutions to achieve Visit Baton Rouge's overall marketing and communication goals.

Develops, executes, and manages media relations strategies. Promotes the Baton Rouge area as a premier destination, targeting state, regional, national, and international media. Coordinates press trips with industry partners and media; approves all press releases; and organizes media information for the greatest media exposure for Visit Baton Rouge's projects and achievements. Oversees the maintenance of the media database.

Oversees the collection, cataloging and licensing negotiations for the creation and use of photography and video used for promotional and media relation purposes.

Works with senior leadership staff and takes the lead role in the creation and implementation of Visit Baton Rouge's Crisis Plan.

Creates and manages all marketing and communications' Cooperative Endeavor Agreements (CEAs) and contracts with national, state, and local partners.

Works with senior leadership staff and serves as point person to ensure that Visit Baton Rouge's accreditation standards are met as required by Destination International.

Works with senior leadership staff to ensure successful implementation and management of Visit Baton Rouge's overall strategic plans and goals.

Attends Visit Baton Rouge Board of Director meetings and makes reports to the Board of Directors, when invited by the President & CEO.

Attends relevant industry-related functions as required.

Assumes additional responsibilities and duties as assigned by the President & CEO.

### Position Qualifications and Requirements

- Four-year degree or equivalent relevant experience in marketing, communications, public relations, journalism, business administration, or hospitality management; related fields may be considered
- Minimum of four years (4) of experience working in the tourism/hospitality industry or marketing/communications.
- Minimum of four (4) years of supervisory and leadership experience
- Excellent oral and written communications skills; ability to effectively communicate and present to groups and individuals
- Knowledge and experience with budgeting methods and applications
- Knowledge and experience with market research methods
- Excellent organizational skills, including the ability to set and meet multiple deadlines
- Ability to work flexible hours including overnight travel
- Strong interpersonal skills
- Exhibits flexibility and adaptability
- Possess valid driver's license and have reliable transportation
- Regularly required to talk or hear, see, sit, stand, walk, use hands/fingers or feel, reach, bend, stoop, climb stairs, and lift up to 25 lbs. *(The physical demands described are representative of those that must be met by an employee to successfully perform the functions of the job.)*

Disclaimer: Nothing in the job description restricts management's rights to assign or reassign duties and responsibilities to this job at any time.