

Experience BRYAN COLLEGE STATION

Job Description

Position: Conventions Marketing Manager Exempt Position
Reports to: Vice President of Sales and Marketing

ABOUT EXPERIENCE BRYAN COLLEGE STATION:

Experience Bryan College Station (EBCS), a 501c(6) non-profit, is a destination marketing organization whose mission is to promote economic growth through the marketing of the Bryan College Station Community as a premier destination experience. EBCS focuses on the meetings, conventions, and leisure travel segments.

POSITION SUMMARY:

The Conventions Marketing Manager will join a passionate team led by the Vice President of Sales & Marketing. The primary goal of the marketing department is to provide sales staff necessary materials to encourage hotel room stays by attendees through events recruited. This position is responsible for ensuring high-quality content for each segment of the conventions department.

MAJOR JOB FUNCTIONS:

- **Create integrated content and messaging** aligning with the sales efforts of staff in the conventions department to generate Marketing Qualified Leads. This involves maintaining the EBCS brand, developing concepts, creating collateral, strategy development, etc.
- **Manage marketing partners** to ensure consistent messaging across advertising platforms to include digital and print media. Work as liaison between partners and sales staff to identify and target specific audiences, identify appropriate imagery and videography, and encourage client interaction.
- **Maintain website** by updating listings, creating new content, building an image library, focusing SEO/SEM/PPC efforts, and encouraging site visits.
- **Develop and manage social media** (Facebook, Twitter, and LinkedIn) with a focus on the conventions industry in BCS.
- **Work collaboratively** with the Conventions Department to provide all marketing materials, meet timelines, and participate in sales efforts as needed.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in Marketing, Journalism, Communications, Hospitality Management, Business Administration, Event Management, or closely related field.
- One to two (1-2) years of experience.
- Proficient in Microsoft Office Software (Office, Word, Excel, PowerPoint, and Outlook), Adobe Creative Suite, Canva, etc.

REQUIREMENTS:

- Ability to work nights and weekends, as needed.
- Travel approximately <10%

BENEFITS:

- Health, Dental, and Vision Insurance
- Vacation and Sick Paid Time Off
- Incentive Plan
- 401(k)
- Flex Schedule

APPLICATION PROCESS:

Interested applicants should send their resume and cover letter to John Friebele, Vice President of Sales and Marketing, at john@experiencebcs.com. For additional questions, please call (979) 260-9898.

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed in this position and is not all-inclusive of every job function. Position may be required to perform position-related tasks other than those specifically listed in this description.