HALIFAX AREA ADVERTISING AUTHORITY POSITION DESCRIPTION

Job Title: Marketing Specialist

Name:

Department: Marketing & Design

Reports to: Marketing & Design Director

Status: Exempt Date: 11/1/2018

Job Description: Effectively and consistently execute the consumer media plan including campaigns (email, social media, digital and direct mail), collateral materials and Search Engine Optimization (SEO) / Search Engine Marketing (SEM) solutions. Oversee approved consumer program agreements and contracts to ensure timely implementation and compliance with budget and CVB guidelines. Facilitate CVB sponsorship and Tourism Event Funding events and programs. Manage implementation of website and social media content to ensure effective integration with CVB branding and messaging and drive positive engagement.

AREAS OF PRIMARY RESPONSIBILITY AND FOCUS:

- Maintain accurate records for all advertising and marketing agreements/contracts (Agency of Record, websites, rack space, media, fulfillment, etc.); ensure satisfactory delivery of product/service and compliance with CVB guidelines, marketing plan and budget
- Implement approved media campaigns according to plan; develop timelines and execute production; and process insertion orders, production, invoices and proof of performance, etc.
- Produce and manage effective reporting and measurement tools for all consumer and trade advertising campaigns
- Collect and analyze marketing data (website and social media analytics, campaign results, conversion rates, etc.)
- Monitor all social media channels and engage with followers daily; develop social media calendars; map social media content for the CVB's channels; and curate user generated content (USG)
- Develop and manage email marketing campaigns including content, target markets, database and scheduling for CVB departments and consumer advertising
- Manage website content to ensure timely and effective integration with CVB communications, consumer programs, campaigns, CRM, CMS, SEO and social media
- Oversee Pay-Per-Click, SEM and re-targeting for online campaigns
- Manage the development and posting of video content to website, YouTube and other platforms
- Manage the Tourism Event Funding application process; ensure compliance with guidelines, marketing plan and budget; facilitate CVB deliverables for all approved requests
- Develop and implement a comprehensive marketing campaign for Biketoberfest®; develop a Biketoberfest® sponsorship program that delivers value to the CVB and participating sponsors; protect the Biketoberfest® trademark and foster licensing agreements
- Coordinate production of all department and consumer collaterals (print/digital) including Daytona Beach Visitor Guide, Biketoberfest® Pocket Guide, Sales brochures, Daytona Beach Golf Brochure and other materials
- Manage proof/edit process for all projects from concept to completion
- Develop and monitor Request For Proposals (RFPs) as needed
- Work with all departments to develop marketing initiatives
- Other duties and projects as assigned by supervisor

Changes: This job description will be updated if duties and responsibilities change significantly. Job functions are subject to modification based on business necessity.

HALIFAX AREA ADVERTISING AUTHORITY POSITION DESCRIPTION

EDUCATION/EXPERIENCE, KNOWLEDGE, SKILLS AND COMPETENCIES

- BS or BA in marketing, business, communications or a related major required
- · Previous experience and demonstrated proficiency with CRM, CMS and website management platforms
- Previous experience and demonstrated proficiency with social media management platforms
- Competency to manage multiple tasks and meet deadlines, set priorities and determine objectives and strategies to achieve them
- Three years of Destination Marketing/Communication experience strongly preferred
- Strong verbal and written communication skills; excellent interpersonal skills with the ability to work
 effectively, as a member of cross-functional teams and as an individual contributor, with all organizational
 levels
- Proficient in Microsoft Office including Word, Excel and PowerPoint
- Working knowledge of Adobe Suite including Photoshop and/or Premiere Pro preferred
- Ability to handle multiple projects, detail oriented tasks, meet deadlines, time management, work independently and exercise good judgment
- Positive, professional, "can do" attitude and ability to excel in <u>fast-paced</u> environment

ENVIRONMENTAL CONDITIONS

- Indoors in typical office environment with little exposure to excessive noise, dust, fumes, vibrations, and temperature changes approximately ninety-five percent (95%) of the time
- Outdoors with exposure to noise, heat, and cold approximately five percent (5%) of the time.
- County travel
- Weekend and evening hours
- Frequent computer use at workstation up to two hours at a time
- Frequently work at fast pace with unscheduled interruptions

PHYSICAL DEMANDS:

- Mobility within the office.
- Ability to work in hot and cold environments.
- Ability to walk, sit, stand and climb stairs.
- Ability to lift up to 25 pounds.
- Ability to drive own vehicle as required to perform essential job functions.
- Ability to travel out of town, including weekends, if necessary.

COMPENSATION:

- Salary is commensurate with experience.
- Benefit package available first of the month following ninety (90) days of continuous full-time employment.

Changes: This job description will be updated if duties and responsibilities change significantly. Job functions are subject to modification based on business necessity.