

# HALIFAX AREA ADVERTISING AUTHORITY

## JOB DESCRIPTION

**Job Description:** Marketing Business Development Specialist  
**Department:** Marketing & Design  
**Reports to:** Marketing & Design Director  
**Status:** Exempt

**JOB DESCRIPTION:** Assist and foster new and current tourism festivals and events through the Tourism Events funding program and manage all activities related to development, marketing and sponsorships of Biketoberfest®.

### AREAS OF PRIMARY RESPONSIBILITY AND FOCUS:

- Identify and foster event promoters that would host area festivals or events that focus on low
- Qualify, manage, evaluate and report Tourism Event Funding; ensure compliance with guidelines, marketing plan and budget; facilitate CVB deliverables for all approved requests
- Oversee all activities of Biketoberfest® including Advisory Committee meetings, master plan applications, creative and marketing campaigns, event reporting, event activities
- Manage and develop new sponsorship or revenue sources for Biketoberfest® and/or other events, etc.
- Attend festival and event trade shows to connect with promoters/event owners and provide follow-up
- Develop regional and national promotional opportunities for the destination that supports target markets and demographics
- Arrange and conduct destination visits for potential promoters
- Submit a weekly activity report detailing work assignments, goals and completed tasks
- Work collectively with Group Sales in increase all types of event business
- Participate in department, Advertising Committee, Board meetings
- Maintain a positive relationship with area industry representatives and other tourism-related businesses
- Other duties and projects as assigned

### EDUCATION/EXPERIENCE, KNOWLEDGE, SKILLS AND COMPETENCIES

- Bachelor's degree or commensurate experience
- Previous experience and demonstrated proficiency in developing/managing/working with promoters of events, festivals, citywide gathering, etc.
- Convention & Visitors Bureau experience preferred
- Sponsorship sales or partnerships associated with events preferred
- Competency to manage multiple tasks and meet deadlines, set priorities and determine objectives and strategies to achieve them
- 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

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- Proficient in Microsoft Office including Word, Excel and PowerPoint
- 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 fast-paced environment

### ENVIRONMENTAL CONDITIONS:

- Office will be considered 126 E. Orange Ave, Daytona Beach, FL 32114 and Volusia County.
- Limited weekend and evening hours required.
- Frequently work at fast pace with unscheduled interruptions.

### PHYSICAL DEMANDS:

- Ability to lift up to 25 pounds occasionally.
- Ability to drive own vehicle as required to perform essential job functions.

### COMPENSATION:

- \$50,000.00 - \$55,000.00 per year