

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 occupancy time frames
- 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, 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 to sell the destination
- Develop regional and national promotional opportunities for the destination
- Work collectively with Group Sales in increase event business

EDUCATION/EXPERIENCE, KNOWLEDGE, SKILLS AND COMPETENCIES

- Previous experience and demonstrated proficiency in developing/managing/working with promoters of events, festivals, citywide gathering, etc.
- Three years of Destination Marketing experience strongly preferred
- Sponsorship sales or partnerships associated with events preferred

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- 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
- 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:

Salary commensurate with experience