



Job Post

JOB TITLE: <u>MARKETING & SALES DIRECTOR</u> SCHEDULE: <u>FULL-TIME, M-F, EXEMPT</u>	REPORTS TO: <u>EXECUTIVE DIRECTOR</u> LOCATION: <u>Durango, CO (Not Remote)</u>
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Visit Durango is the official destination marketing & management organization of Durango and La Plata County. Our mission is to promote the Durango brand, to create demand in visitation, increase overnight stays in Durango and La Plata County, to support a positive visitor experience, and to drive economic impact for the benefit of visitors and local stakeholders.

Visit Durango is looking for a collaborative, tech-savvy and hands-on Marketing & Sales Director who is interested in empowering and mentoring a team of four staff, sharing their skills and knowledge as well as a willingness to learn from each other to promote Durango area tourism through marketing, sales and PR. The right candidate will have an understanding of how to work in a political atmosphere and be able to be diplomatic when necessary. We are a small organization that strives to provide a culture that is supportive, fun, inclusive, and finds opportunities for growth and learning.

This is considered a Full-time, Exempt position.

Minorities, individuals with disabilities, and veterans are strongly encouraged to apply.

POSITION OBJECTIVES

Marketing & Sales

- Act as the strategic business leader of the Marketing & Sales Teams, overseeing the development, implementation, management of sales and marketing strategies and performance to ensure Visit Durango’s annual goals are achieved.
- Work with outside vendors & consultants as needed
- Equally support all facets of the team - Marketing (Paid & Organic), Sales, PR, and Communications
- Serve as the project manager on inter and cross-departmental projects, such as:
 - Advertising and marketing campaign creative development
 - Annual sales trade show schedule
 - Community event marketing grant program
 - Email marketing programs
 - Influencer, PR, and sales FAMs (familiarization tours) schedule
- Attend trade shows on behalf of Visit Durango
- Manage Sales efforts (Travel Trade, Motorcoach, SMERF, and International)
- Provide leadership/mentoring for the Marketing & Sales team, overseeing the recruitment, management, training/development and retention of a high-performing team
- Manage Marketing & Sales department annual budget of approximately \$1 million
- Recognize professional development needs and opportunities as needed/requested

Strategy

- Create the annual *Strategic Destination Management & Marketing Plan* and *Year in Review* reports and webinar presentations in partnership with all team members and Board of Directors
- Oversee research, data, and analytics programs to guide the organization on making strategic, data-informed decisions
- Lead team and assist Executive Director with community committee management, stakeholder engagement, Board of Directors and political relations

ESSENTIAL SKILLS & EXPERIENCE:

The successful candidate will be committed to Visit Durango's values and mission, will be innovative, possess a willingness to learn and share experiences, have a proven track record of marketing programs, and knowledge of sales strategy.

- 5+ years Marketing experience
- 2+ years in a Director or Manager position mentoring and leading at least two direct reports
- Bachelor's Degree in Business, Communications, Marketing, Tourism, Hospitality Management, or related field
- Budget management experience
- Excellent communication, writing, editing, and proofing skills (written, verbal and presentation)
- Proven leadership skills-- visionary, collaborative, positive, honest, authentic, and ambitious
- Commitment to equity, inclusion, and diversity
- Tech and IT savvy, experience with and/or ability to learn computer systems and software such as: Adobe Creative Suite, Google Ads, Google Analytics, Simpleview CRM, Cision, CMS, Tableau, Wrike, Microsoft or Google Office Suite, etc.

PREFERRED SKILLS & EXPERIENCE:

- Ad or marketing agency experience
- Destination Marketing Organization (DMO) or Convention & Visitors Bureau (CVB) experience
- CDME or other industry certifications
- Tourism Sales

EMPLOYMENT PACKAGE:

Salary Range \$68,000 - \$85,000 (DOE)

In compliance with **Colorado's Equal Pay for Equal Work Act (EPEWA)** we are disclosing the compensation for this position. Factors that may be used to determine your actual salary may include your specific skills, years of experience in this field and in comparison to other employees already in this role. A potential new employee's salary history will not be used in a compensation decision.

Generous benefits including:

- Health, Vision, Dental, and Short-Term Disability
- 23 Days of Paid Time Off + Holidays
- And we love dogs! They're invited to join you in the office

We are willing to assist with relocation for the right candidate.

WORK ENVIRONMENT:

Candidate must be based in southwest Colorado and able to commute to the Durango office five days per week. Must be able to focus in an open work space. Position requires hearing, talking, sitting, standing, walking stairs, lifting 25 lbs. or more. This position involves domestic travel.

NOTE: *This job description is not intended to be all-inclusive. Employee may perform other related duties as established to meet the ongoing needs of the organization.*

Visit Durango is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including pregnancy), sexual orientation, gender identity, national origin, disability, marital status or status as a U.S. Veteran.

To apply, send a cover letter and resume with “Marketing & Sales Director” in the subject line to: careers@durango.org by -April 11, 2022