



Job Posting

JOB TITLE: **SALES & MARKETING DIRECTOR**

REPORTS TO: **EXECUTIVE DIRECTOR**

LOCATION: Durango, CO

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 and 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 Sales & Marketing Director who will effectively lead a team of three – five staff in promoting Durango area tourism through marketing, sales and PR. We are a small organization that strives to provide a culture that is supportive, fun, inclusive, and finds opportunities for growth and learning. And we love dogs! They're invited to join you in the office.

POSITION OBJECTIVES

- Act as the strategic business leader of the Sales & Marketing Departments by overseeing the development, implementation, and management of sales and marketing strategies and performance to ensure Visit Durango's annual goals are achieved.
- Create the annual *Strategic Destination Management & Marketing Plan* and *Year in Review* reports in partnership with Marketing and Sales team members and Executive Director.
- Provide leadership for the Marketing & Sales team overseeing the recruitment, management, training/development and retention of a high-performing team.
- Provide strong project management and fiscal management by determining the best use of resources; collaborating with the Executive Director and Operations Manager in preparing annual budgets for the Marketing & Sales departments.
- Build strong collaborative relationships with individuals, businesses (with an emphasis on hospitality-related businesses) and organizations focusing on growing the Durango and La Plata County tourism economy.
- Attends trade shows on behalf of Visit Durango, understands the tech evolution of the groups, meetings and events industry, and has a firm grasp of social media and marketing, specifically in a sales/B2B capacity.

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, and have both sales and marketing experience.

- 4+ years at a Destination Marketing Organization (DMO) or Convention & Visitors Bureau (CVB).
- 2+ years in a Sales role at a Destination Marketing Organization (DMO) or Convention & Visitors Bureau (CVB).

- 2+ years in a Director position managing at least two direct reports.
- Bachelor's Degree in Business, Communications, Marketing, Tourism, Hospitality Management, or related field.
- Budget management experience.
- Trade show exhibiting experience.
- Tech and IT savvy.
- Experience with Simpleview CRM and/or CVENT a bonus.
- CDME, event planner, or other industry certifications a bonus.
- Ad or marketing agency experience a bonus.
- Excellent communication skills (written, verbal and presentation).
- Leadership skills-- visionary, collaborative, positive, honest, authentic, and ambitious.

EMPLOYMENT PACKAGE:

Salary Range \$60,000 - \$78,000 (DOE)

Generous benefits including:

- Health, Vision, Dental, and Short Term Disability
- 17 Days of Vacation + Holidays + Sick/Personal Days

WORK ENVIRONMENT:

Candidate must be based in southwest Colorado and able to commute to 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.

To apply, send a cover letter and resume to: brooke@durango.org by November 10, 2020.

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.