

Job Title	Group Services & Niche Marketing Manager	
Job Category	Program Manager	
Reports To	Sales Director and Marketing Director	
Summary	Responsible for implementing event services and marketing campaigns for the meetings, sports and niche markets.	
Primary Duties & Assignments	<p><u>Group Services - 60%</u></p> <ul style="list-style-type: none"> • Assist convention and sporting events planners with advice to use our city for their events. • Assist groups with materials to inform their attendees about our city. • On occasion, help Local Organizing Committees to coordinate their events in our city with planning advice, publicity and other public or private services. • Arrange for information tables and or staff to welcome and assist groups meeting in our city. <p><u>Marketing & Communications - 35%</u></p> <ul style="list-style-type: none"> • Implement marketing campaigns to support our Group Sales including e-newsletters, digital marketing, direct mail, print and promotions for the markets of meetings, sports and genealogy. • Populate website with content to educate convention and sports planners about our destination's venues including the convention center, genealogy center and sports venues. • Develop, advocate and publish stories about our meetings & sports venues. • Prepare news releases about meetings and sporting events being held in our city for publicity. • Prepare and manage marketing materials for group sales including brochures, flyers and videos • Place advertising in media publications and websites to promote meetings, sports & genealogy • • <u>Administrative – 5%</u> 	
Ideal Candidate will Possess the Following:	<ul style="list-style-type: none"> • Knowledge of wide variety of marketing methods, both traditional and social media. • Excellent communication skills both written and oral • Works independently to accomplish goals in a timely manner • Ability to both prepare and present presentations using personal and technical equipment • Well organized, personable and detail oriented • Ability to manage multiple tasks and good time management skills • Good computer skills and ability to use Office Suites software proficiently • Maintain professional appearance and demeanor at all times • Good interpersonal skills to work effectively as a team member and with industry partners 	
Requirements	<ul style="list-style-type: none"> • Bachelor's degree from an academic institution • Marketing, communications and public relations training or experience • Experience or training in social media marketing • Hospitality experience preferred but not essential • Must be able to travel occasionally • Good customer services skills or experience with clients, customers and people • Ability to sit at a desk to use computer, telephone and sitting for extended periods of time • Requires occasional lifting of boxed items of 25 pounds or less • Travel in personal automobile for Bureau business 	
Benefits	<ul style="list-style-type: none"> • 100% Paid Medical Insurance • 100% Paid Dental Insurance • 100% Paid S/L Term Disability 	<ul style="list-style-type: none"> • Life & Accidental Death and Dismemberment • Paid Parking • Paid Professional Development Provided
Hours	Monday -Friday 8 am – 5 pm; Some weekend work on occasion.	
Salary	Commensurate with education and experience.	

Please submit cover letter and resume to auvis@visitfortwayne.com
Visit Fort Wayne, 927 S. Harrison St., Fort Wayne, IN | VisitFortWayne.com