



Job Title: Sales and Marketing Manager

Reports To: Assistant Director

Summary Job Description: Sales and Marketing Manager

Responsible for general sales and marketing efforts including membership, group sales (leisure, weddings, meetings & conventions, sports), attends trade shows and follows up on prospective leads. Collates information about area events for online promotion on the website and creates printed event calendars, organizes Frederick's annual Candlelight Tour of Historic Houses of Worship.

Essential Duties and Responsibilities:

Member & Community Relations (External Communications)

- Acts as the primary point of contact for external communications to members and stakeholders on behalf of Visit Frederick.
- Acts as the membership community liaison to Visit Frederick members, including, but not limited to recruitment of new members, maintaining existing members and invoicing for membership dues.
- Develops content, creates and distributes a monthly Industry Newsletter to members and stakeholders.
- Attends community meetings at various organizations to represent the interests of Visit Frederick.
- Coordinate familiarization tours for staff and community members.

Groups & Tradeshow (Sales)

- Represents Visit Frederick at 2-3 group trade shows per year and follow up on prospective leads in the following marketing, but not limited to:
  - Leisure Groups (retail, preformed)
  - Meetings & Conventions
  - Sports
  - Weddings
- Develops sales products for group and meeting markets through itinerary development, RFP submittals, and member relations.
- Acts as the point of contact for groups planning to visit the Frederick Visitor Center.

Printed and Online Calendar of Events

- Solicits events from members for an online calendar of events and semi-annual printed publications.
- Enters, edits and updates calendar of events information in Visit Frederick's website CRM.
- Collects and organizes event images from partners for an online calendar of events.
- Sells advertising space for printed calendars as needed.
- Works with a graphic design firm to produce printed publications.
- Creates a daily calendar of events for monthly distribution to Frederick area hotels.

Candlelight Tour of Historic Houses of Worship

- Meets with worship sites to plan this popular holiday event organized by Visit Frederick.
- Gathers information from participating sites for the annual program and printed brochure.
- Solicits sponsors for the event.

- Works with a graphic design firm to produce an event brochure.
- Distributes brochures, posters and materials for the event to participating sites and sponsors.
- Picks up hospitality/refreshment items (coffee, hot chocolate, cups, etc.) and delivers them to the Frederick Visitor Center. Coordinates with hospitality sites to pick up hospitality items from the Frederick Visitor Center prior to the event.
- Day of the event management, which typically takes place on December 26th.

#### Website & Marketing

- Oversees data asset management (DAM) system, Barberstock. Acts as Visit Frederick's staff liaison to Barberstock.
- Resolves issues with Barberstock in a timely manner as they arise.
- Maintains and updates all website content related to groups, membership and other pages as assigned.
- Assists Assistant Director in the creation of monthly marketing reports and other duties as assigned.

#### Personal Performance Objectives:

- Maintains an online calendar of events to ensure content is correct and always up to date.
- Follow up with prospective leads from trade shows in a timely manner.
- Executes regular contact with members and prospective members.

#### Key Duties & Responsibilities: Estimated % of Time Activity

30%

Member & Community Relations (External Communications): Acts as the primary point of contact for external communications to members and stakeholders on behalf of Visit Frederick, recruits new members, maintains existing members and invoices for membership dues. Develops content, creates and distributes a monthly Industry Newsletter to members and stakeholders. Attends community meetings at various organizations to represent the interests of Visit Frederick.

30%

Printed and Online Calendar of Events: Solicits events from members for an online calendar of events and semi-annual printed publications. Enters, edits and updates calendar of events information in Visit Frederick's website CRM. Collects and organizes event images from partners for an online calendar of events. Sells advertising space for printed calendars as needed. Works with a graphic design firm to produce printed publications. Creates a daily calendar of events for monthly distribution to Frederick area hotels.

20%

Groups & Tradeshow (Sales): Represents Visit Frederick at 2-3 group trade shows per year and follows up on prospective leads in the following marketing, but not limited to: Leisure Groups (retail, preformed), Meetings & Conventions, Sports, Weddings, develops sales products for group and meeting markets through itinerary development, RFP submittals, and member relations, act as the point of contact for groups wishing to visit the Frederick Visitor Center.

10%

Candlelight Tour of Historic Houses of Worship: Meets with worship sites to plan this popular holiday event organized by Visit Frederick, gathers information from participating sites for the annual program and printed brochure, solicits sponsors for the event, works with a graphic design firm to produce an event

brochure, distributes brochures, posters and materials for the event to participating sites and sponsors, day of the event management, which typically takes place on December 26th.

10%

Website & Marketing: Oversees data asset management (DAM) system, Barberstock. Act as Visit Frederick's staff liaison to Barberstock, resolves issues with Barberstock in a timely manner as they arise, maintains and updates all website content related to groups, membership and other pages as assigned, assists Assistant Director in the creation of monthly marketing reports and other duties as assigned.

Knowledge, Skills and Abilities:

- Bachelor's Degree and minimum of 3-5 years of experience in advertising or marketing.
- Experience in coordinating and administering multiple projects simultaneously and in a fast-paced working environment.
- Excellent writing skills for short and long form content.
- Knowledge of Microsoft Office, Smartsheet, Google Docs and general knowledge of office equipment.
- CRM or database/data entry experience.
- High standard of accuracy and attention to detail as well as the ability to prioritize work.
- Able to develop and maintain positive relationships with Visit Frederick members.
- The ability to prioritize and meet deadlines in a timely manner, sometimes under pressure.
- Demonstrate flexibility and a professional approach at all times.
- Creative and innovative.
- Must have a valid driver's license and access to a car.
- Ability to travel for trade shows.
- Occasionally lift up to 40 lbs.

Please send cover letter and resume to: Becky Bickerton, Assistant Director, [bbickerton@fredco-md.net](mailto:bbickerton@fredco-md.net) using subject line SALES AND MARKETING MANAGER