



**Job Title:** Marketing & Communications Manager

**FLSA Status:** Exempt

**Department:** Marketing

**Salary:** \$59,000 - \$67,500

**Reports to:** Vice President

Full Time Position

### **SUMMARY**

The mission of the Fresno/Clovis Convention & Visitors Bureau, a destination marketing organization, is to promote the Fresno/Clovis region to all travel markets. In partnership with the hospitality industry, the Bureau generates increased visitor spending, local tax receipts and job development.

Under the direction of the Vice President, we are seeking a marketing & communications manager who will be responsible for developing, defining and executing critical aspects of the day to day marketing & communications efforts and the strategic media planning and implementation. This manager will work to promote the mission of the Fresno/Clovis Convention & Visitors Bureau and is responsible for moderating communications between the organization and various media outlets locally and through the production of public relations, blog posts, press releases and other content initiatives.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Development of short and long term content management strategies with the objective of increasing tourism, hotel stays and attraction visits.
- Collaborate with other staff to secure advertising, collateral and creative materials and website and mobile sites enhancements, which support the sales and marketing efforts.
- Manage outside contractors such as advertising agencies, photographers, video suppliers, and bloggers to complete projects within set deadlines and budgets.
- Maintain accurate projects records statistics and data on ROI of marketing programs and provide appropriate information to operations for monthly, quarterly and annual reports.
- Create and implement marketing strategies and press releases.
- Work with operations research to identify trends and strategies.
- Use research to evaluate the FCCVB marketing activities, establish and monitor marketing goals, and budget items and provide recommendations on periodic revisions to the marketing plan.
- Monitor the management of asset libraries for all photos, videos, ads and editorials.
- Monitor and safeguard the organizations brand.

## **SUPERVISORY RESPONSIBILITIES**

Exercise direct supervisory responsibilities to the Graphic Design & Communication Coordinator.

## **ESSENTIAL QUALIFICATIONS**

### **Knowledge of:**

- Social Media analyses for all platforms.
- Multiple computer software programs such as Adobe Photoshop, Adobe Illustrator, and Microsoft Office, Adobe InDesign.
- How each social media channel works and how to optimize content so it is engaging on those channels.
- Best practices for marketing, graphic design and web development.
- Marketing standards within the travel and tourism industry.
- Current technologies and ability to grasp new advances in technology.
- Type at a speed necessary for successful job performance
- English usage, spelling, grammar and punctuation.
- Social Media Platforms: Facebook, Twitter, Instagram, Pinterest, Tik Tok, LinkedIn & YouTube

### **Ability to:**

- Stay current in best practices in industry and online marketing.
- Maintain a well-informed working knowledge of the attractions and services available in the area to visitors.
- Forward think to anticipate future trends.
- Strong copywriting and content creation skills.
- Communicate clearly and concisely both verbally and in writing.
- Work effectively as part of a team.
- Use considerable judgment and initiative.
- Multi-task in a fast paced working environment.
- Learn and explain the role of the FCCVB in the Fresno community and surrounding areas.
- Understand and follow verbal and written instructions.

## **EXPERIENCE AND EDUCATION GUIDELINES**

### **Experience and/or Education:**

- Experience in communications, PR, or related field
- Bachelor's degree in marketing, journalism, business, or related field.
- Familiarity using website CMS.
- Experience in marketing, website development and technology.

### **License or Certificate:**

Possession of a valid California driver's license and the ability to be insurable under the FCCVB's automobile insurance plan at the standard rate.

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The position requires prolonged sitting, standing, walking, reaching, kneeling, bending, and stooping in the performance of daily activities. Also required are grasping, repetitive hand movement, and fine coordination in preparing reports using a computer keyboard. Additionally, the position requires near and far vision in reading written reports and work related documents. Acute hearing is required

### **WORKING ENVIRONMENT**

The work environment characteristics described are high volume and fast paced. Employee must have the ability to work with a diverse population and in a standard office environment. Reasonable accommodation may be made to enable individuals with disabilities to perform essential function