

Director of Marketing and Communications

Job Description

Classification: Full Time, Year Round Position with Benefits

Department: Marketing

Reports To: CEO

Date: 3/22/21

SUMMARY

The Marketing and Communications Director is primarily responsible for the planning and implementation of effective marketing and communication aimed at the media (electronic/print/web-based/social), to support and promote the Golden Isles and the company's goals. Additionally, this position cultivates and maintains relationships with stakeholders and industry partners. Success in this position requires effective professional relationships with business partners, other operating departments, and marketing department staff members in the creation of internal/external communication, marketing and advertising plans and materials. The Marketing and Communications Director acts as the key liaison with public relations partner(s) to ensure appropriate communication flow and the successful completion of the company's marketing mission.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Planning and Execution

- Oversee the planning, direction, and managing budget of the Marketing Department.
- Develops and coordinates key organizational marketing and branding communication to ensure consistent and effective messages and visual impressions for the community and various locations.
- Plan, write and create various marketing campaigns, which align with the CVB's annual Marketing and Strategic plans.
- Manage the execution of the annual media plan to include purchase and negotiation of advertising placements.
- Manage the Marketing, Communications and Sales team's efforts to become a highly effective team.
- Manage the execution and creation of marketing and promotional materials including electronic newsletters, online landing pages and banner ads, press releases, presentations, website content, video & photography, brochures.
- Organize and manage media familiarization tours and travel writer visits to the destination.
- Manage advertising agency and all contractors and vendors that assist with marketing and sales.
- Be the key contact and spokesperson for the Partners and Marketing and Communication of the company.

Communications

- Serve as principal author of external company communications that include Outlook, e-mail initiatives, collateral, social media, website functions, etc.
- Development and implementation of the 12 month Marketing and communications schedule supporting the company's marketing and revenue enhancement goals.
- Develop and oversee an effective annual social media plan and editorial calendar.
- Manage the implementation of plan/calendar with the team through various platforms that include but not limited to, Facebook, Twitter, YouTube, and blogging to engage visitors.
- Generate stories about destination and the organization by proactively pitching stories to national, regional, trade and local media outlets.
- Provide and write editorial content for various media outlets as needed.
- Maintain, write and update content for websites to ensure both search engine visibility and favorable user experience.
- Coordinates on-site and off-site events that promote the Golden Isles.

Liaison

- Assists in promoting the goodwill, market position, and public image of Golden Isles CVB within the communities it operates.
- Promote and respond to media requests in a prompt and timely manner.
- Act as a key contact to support and promote cooperative marketing initiatives. Work with affiliated organizations to assist with selected marketing initiatives.
- Attends internal and external meetings as required. Presents to the public in a professional manner.

Leadership and Development

- Contributes to the positive team efforts of the office and the company and manages multiple staff effectively.
- Develop and maintain a strong working knowledge and positive relationship with all operating departments to better promote and understand individual, team and company accomplishments.
- Develop and maintain a strong, working knowledge of all marketing trends, tools and technology that will enhance visibility and image in that medium.
- Direct and coordinate quarterly sales and marketing meetings for the purpose of communicating the company's vision to partners.
- Participate fully in professional societies and activities related to hospitality, marketing, and communication industries. Regularly leads and attends CVB and industry meetings, functions, etc.
- Maintains knowledge of industry and related technology tools and resources.

Recordkeeping and Reporting

- Research and development of the CVB's annual Marketing and Communications plan and advertising budget.
- Maintain an accurate record of marketing and media exposures via clipping service and other sources.
- Compile and distribute monthly and other periodic reports of the company's activity to Management.
- Maintain and grow sales and marketing databases.
- Set budget goals for sales and marketing department and be accountable for meeting/beating those goals
- Create and manage quarterly marketing report to measure online advertising/web effectiveness.
- Maintain orderly records of contact database (media/local/marketing).
- Manage departmental expenses to ensure budgetary compliance.

Personal and Professional Characteristics:

This individual will:

1. Be able to clearly see the company's vision as well as develop/execute a plan to help achieve that vision.
2. Get great satisfaction from building team excellence. S/he will be a self-directed, insightful individual who is fully capable of functioning both independently and as part of a team, and who relishes driving change in an organization.
3. Demonstrate personal flair and will inspire confidence in both internal and external constituencies by nature of their presence and past experience/achievements.
4. Exhibit true leadership ability and have strong cross-functional and team-building skills with an ability to manage effectively up, down and across the organization.
5. Be upbeat, positive, high energy and committed to winning results. S/he will be flexible and open to ideas coming from all areas and levels of the organization, but also confident and decisive, with the courage of their convictions, and be able to make the tough calls when necessary. S/he should possess a tremendous drive, marketing and sales experience and excellence.

QUALIFICATIONS

Knowledge and Background

- Must have a four-year Bachelor's degree in English, Communication, Marketing, Journalism or Public Relations from an accredited university or equivalent combination of education and experience.
- Previous experience in managing teams in a marketing and sales function with annual budget responsibility of over \$2M.
- Should have at least (4) years' experience in a Marketing and communications leadership role.
- Corporate or Resort industry experience is highly preferred.
- Must be highly knowledgeable of digital advertising campaigns such as pay-per-click (PPC), SEO, SEM.

- Full understanding of social media strategy and etiquette.
- Knowledge of resort sales such as reservations, wedding, group sales.

Skills and Abilities (Primary)

- Highly organized individual with a prolific creative writing capacity and superior grammatical and verbal communication skills.
- Experienced in directing and designing digital and print advertising.
- Strategic thinking related to achieving and exceeding goals and vision for the future.
- Adaptability to changing environment, community, and priorities.
- Energetic, self-starting, positive team player with a professional demeanor.
- Ability to effectively manage a successful team.
- Ability to work independently, problem solve and take initiative.
- Ability to exercise good judgment and diplomacy in a wide variety of public contact situations.

Skills and Abilities (Technical)

- Significant web construction and content management experience.
- Experienced and proficient in spreadsheets and Microsoft Excel.
- Proficient in Microsoft Office suite, Adobe Creative Suite, Internet and database management.
- Experience in buying and negotiating media in million-dollar budget cycles.
- Strong organizational and time management skills with the ability to balance many tasks simultaneously.

Physical Demands

- Typical office environment.
- Ability to properly and safely lift 35 pounds to waist height.
- Local travel for meetings in Glynn County area.
- Occasional overnight travel to include nights, holidays and weekends for trade shows and professional development workshops.

COMPENSATION

- Compensation will consist of a competitive base salary, vacation, sick time, health and dental benefits and participation in company retirement program.

Please submit a resume and cover letter to goldenislesjobs@gmail.com