

## Golden Isles Convention & Visitors Bureau

**Job Title:** VP of Marketing

**Department:** Marketing

**Reports To:** CEO

**Classification:** Full Time, Year-Round Position with Benefits

### SUMMARY

The VP of Marketing is primarily responsible for the planning and implementation of effective marketing and advertising media planning (electronic/print/web-based/social), and execution to support and promote the Golden Isles and the company's goals. Additionally, this position regularly cultivates and maintains relationships with stakeholders, vendors, and industry partners.

Success in this position requires effective marketing expertise, with a proven track record in managing and executing multi-million-dollar marketing plans. Requires skillful management of 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 VP of Marketing acts as the key liaison with public relations partner(s) to ensure appropriate communication flow and the successful completion of that firm's mission related to our company.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Research, develop and track the ROI of the CVB's annual Marketing and Communications plan and advertising budget.
- Research, develop and manage the execution of the annual media plan to include purchase and negotiation of advertising placements.
- Manage all cooperative marketing efforts in the region to continue regional unity and collective buying power.
- Manage all Marketing, Communications and Sales team's efforts to become a highly effective team.
- Manage and oversee all aspects of internal reporting, CRM, CMS, SEO, SEM, databases, digital ad placement, tracking, performance, and effectiveness of each system based on industry benchmarks.
- Manage and oversee all the external company communications that include visitors guide, e-mail initiatives, collateral, social media, website functions, etc.
- Manage and oversee 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.
- Manage and oversee company retail functions as relates to brand development and sales.
- 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.
- Maintain an accurate record of marketing and media exposures via clipping service and other sources.
- Development and implementation of the 12-month Marketing and communications schedule supporting the company's marketing and revenue enhancement goals.
- Manage the execution and creation of an annual social media plan and editorial calendar.
- Manage community co-operative marketing efforts and coordinate accordingly.
- Produce, distribute, and manage sales of the visitor guide publication.
- Create, implement, and execute marketing and brand campaigns.

- Manage the implementation of plan/calendar with the team through various platforms including Facebook, Twitter, YouTube, and blogging to engage visitors.
- Plan, write and create various marketing campaigns which align with the CVB's annual Marketing and Strategic plans.
- Compile and distribute a monthly report of the company's activity to Management.
- Grow and maintain sales and marketing databases.
- Direct and coordinate quarterly sales and marketing meetings to communicate the company's vision to partners.
- Set budget goals for the sales and marketing department and hold them accountable for meeting/beating those goals.
- Create and manage quarterly marketing report to measure online advertising/web effectiveness.
- Participate fully in professional societies and activities related to the hospitality and marketing and communication industries. Regularly participate and attend CVB and industry meetings, functions, etc. Generate stories about the destination and the organization by proactively pitching stories to national, regional, trade and local media outlets.
- Organize and manage media familiarization tours and travel writer visits to the destination.
- 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.
- Handle all media requests in a prompt and timely manner.
- Maintain orderly records of contact database (media/local/marketing).
- Serve as spokesperson for the company as directed.
- Act as a key contact to support and promote company marketing initiatives. Work with affiliated organizations to assist with selected marketing initiatives.
- Manage departmental expenses to ensure budgetary compliance.
- Attend internal and external meetings as required.
- Present to the public professionally.
- Additional duties as required.

### **PERSONAL CHARACTERISTICS**

This executive will be able to see the company's vision as well as develop/execute a plan to help achieve that vision.

The successful candidate will 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.

S/he will have evident personal flair and will inspire confidence in both internal and external constituencies by the nature of their presence and experience/achievements.

The successful candidate will demonstrate true leadership ability and have strong cross- functional and team-building skills with an ability to manage effectively up, down and across the organization.

The successful candidate will 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 tough calls when necessary. S/he should possess tremendous drive, marketing, and sales experience and excellence.

### **QUALIFICATIONS**

- Minimum (5) years' experience in a Marketing and communications leadership role.

- Highly organized individual with a prolific marketing capacity and superior grammatical and oral communication skills.
- Corporate or Resort industry experience is highly preferred.
- Must be highly knowledgeable of digital advertising campaigns such as pay-per-click (PPC), SEO, SEM.
- Experienced in directing digital and print advertising.
- Full understanding of social media strategy and execution.
- Significant web construction and content management experience.
- Experienced and proficient in spreadsheets and Microsoft Excel.
- Proficient in Microsoft Office suite, internet, and database management.
- Energetic, self-starting, positive team player with a professional demeanor.
- Ability to effectively manage a successful team.
- Experience in buying and negotiating media in multi-million-dollar budget cycles.
- Strong organizational and time management skills with the ability to balance many tasks simultaneously.
- Ability to work independently, problem solve and take the initiative.
- Occasional overnight travel to include nights, holidays and weekends for trade shows and professional development workshops.
- Ability to exercise good judgment and diplomacy in a wide variety of public contact situations.
- Ability to lift 35 pounds properly and safely to waist height.

### **EDUCATION/EXPERIENCE**

- 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.
- Must have a strong background in media strategy, digital media, and managing powerful brands.
- Previous experience in managing teams in a sales and marketing function with annual budget responsibility of over \$4M.

### **COMPENSATION**

Compensation will consist of an attractive base salary, vacation, health and dental, and vision benefits and participation in the company retirement program.

### **CONFIDENTIAL INFORMATION**

This position has access to confidential information that may include financial, personnel, clients, contracts, passwords, codes, etc. Employees are expected to comply with CVB policies, and all legal requirements related to confidential information.

*NOTE: Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this position. These statements are not intended to be construed as a complete list of all responsibilities, duties and skills required. The employee must be flexible regarding changing policies and procedures as well as varying deadlines.*