



**JOB TITLE:** Director of Marketing  
**REPORTS TO:** Vice President of Marketing & Communications  
**POSITION TYPE:** Full-time, non-exempt

**Position Summary:**

Greenville, South Carolina is a remarkable city filled with warmth, beauty, energy and innovation. We're looking for a Director of Marketing who is also filled with warmth, energy and innovation. As our city continues to grow and prosper, we want the world to know that there is so much to do, so much to see and so much to buy here that Greenville needs to be a strong contender on their consideration list of places to visit or convene. This person will be responsible for leading marketing initiatives for the destination of Greenville, SC that drive hotel stays and restaurant visits, increase attendance at local events, help support our local arts, all while celebrating life in Greenville for our residents.

The Director of Marketing should be an experienced professional who understands and appreciates the importance of collaboration, teamwork and hospitality. You must have experience in implementing campaigns that show growth and creativity. The qualified candidate will bring a strategic lens to marketing, communications, branding, creativity and high-touch customer experiences. The role requires a deep understanding of the customer journey, and the variety of ways consumers take in information in this day and age. Success will lie in this individual's ability to create effective marketing strategies that span a wide spectrum of consumers who are living in an uncertain post-pandemic world. An understanding and appreciation for data is imperative, as is a comfort level in understanding metrics that support financial investments from our partners. Observing and grasping competitor markets is also a crucial part of the job, as is the ability to react and respond quickly and effectively to changes in the marketplace.

The position works with a team of individuals who are responsible for output and management of the following (but not limited to): advertising, agency management, marketing, creative development, media planning & buying, communications and public relations, promotions & activations. The role works positively with other Leaders & team members at VGSC and focuses on Organization success & achievement.

**Essential Duties and Responsibilities:**

- Develop and implement an integrated strategic content and communications plan to advance the brand's identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key audiences
- Demonstrate and communicate a thorough knowledge of product information: marketing initiatives, market research, brand strategy, media, challenges, and opportunities (industry and competitive) that will influence the impact on the destination
- Participate in the creation & implementation of the annual marketing plan and budget which includes strategies for branding, print and online advertising, eCommerce initiatives, website and mobile development, public relations, publications, collateral materials, direct mail campaigns, social media and program design
- Assist with oversight of development of creative materials, advertisements, media buying, promotions, website, booking engine, SEO, SEM, CRM and social media

systems and solutions

- Work in partnership with agencies as needed to identify potential new opportunities and develop plans and action steps to be instituted, managed and measured
- Act as liaison with media and local government agencies and its partners as needed
- Analyze campaign results and market trends and recommend changes to strategies based on analysis and feedback. Take calculated risks based on data-driven analytics.
- Along with the VP of Marketing & Communications, have daily, in-person interactions with members of marketing staff to provide direction, mentor, and coach to ensure that marketing goals are achieved
- Prepare and present reports & presentations to a variety of audiences
- Be actively involved in the community and public organizations, serve on local boards and committees
- Travel as needed
- Perform other duties as assigned

**Candidate profile:**

- Strategic thinker who acts with the future in mind and proactively pursues creative approaches to strengthen and grow the organization's body of work and overall effectiveness
- Proven track record of developing and implementing successful strategic marketing plans, ideally in the tourism / hospitality space, though not required
- Strong and clear communicator, able to prepare plans and disseminate messaging out to peers, team members, media and partners as needed with tailored messaging to respective audiences
- Team player with a high level of emotional intelligence who is committed to fostering an environment of collaboration and healthy working relationships
- Exceptional relationship building and customer service skills; uses proactive and responsive approach to develop and maintain strong networks and partnerships
- Compelling communicator (written, verbal and presentation) who is able to articulately, accurately and confidently inform, influence and lead others including industry stakeholders and partners
- Sound problem solver and decision maker; uses good judgment to determine how and where to best engage others in processes
- Data-driven decision-maker

**Qualifications:**

- Bachelor of Arts degree in communications, marketing, business or related field or equivalent work experience
- Subject matter expert with 8 - 10 years of marketing and communications strategy experience ideally with a working knowledge of the Tourism industry
- Experience managing collaborative agency relationships
- Comfortable working with current technology in the marketing space
- Ability to effectively manage time and work independently with minimal supervision
- Able to travel and work varied hours, including evenings and weekends, as needed
- Must be able to lift up to 25 lbs. and transport equipment and materials for use in programs
- Knowledge of travel and tourism industry preferred; hotel, agency and/or DMO/CVB experience a plus