



JOB TITLE: Director of Marketing

REPORTS TO: VP of Marketing & Communications

POSITION TYPE: Full-time (40 hours/week), Exempt

Organization Summary:

VisitGreenvilleSC (VGSC) is a not-for-profit, membership-based, economic engine, and accredited Destination Marketing Organization (DMO). We proudly represent and serve the City and County of Greenville, South Carolina, the hospitality industry, and hundreds of small businesses. As Greenville's official sales and marketing organization, our primary goal is to enhance the long-term economic development of our community through increased visitor trips and visitor spending.

Position Summary:

The Director of Marketing will be responsible for leading marketing initiatives for the destination of Greenville, SC in order to increase visitation, inclusive of leisure travelers and group/business travel.

The Director of Marketing should be an experienced professional who understands and appreciates the importance of collaboration, teamwork and hospitality. The position 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 to reach consumers.

Success will lie in this individual's ability to create effective marketing strategies that span a wide spectrum of consumers. 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 strategy, creative development, media planning & buying, website management, email marketing, tradeshow support, public relations and event activations.

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, advertising, website development, public relations, publications, collateral materials, social media, and local event support
- 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
- 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 open-minded environment that encourages 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 resilient in nature; uses good judgment to determine how and where to best engage others in processes
- Data-driven decision-maker

Qualifications:

- Bachelor's degree in communications, marketing, business or related field; or equivalent work experience
- 10+ years of marketing and communications experience
- 5+ years experience managing collaborative agency relationships
- 5+ years experience managing direct reports
- Comfortable working with current technology in the marketing space
- Able 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

Visit Greenville SC adheres to principles of equal employment opportunity in accordance with all federal, state, and local laws regarding discrimination in employment. Visit Greenville SC does not discriminate on the basis of race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), parental status, national origin, age, disability, genetic information (including family medical history), political affiliation, military service, or other non-merit-based factors as defined in federal and state laws, or any other characteristics protected by federal or state law.