



**JOB TITLE:** Vice President of Marketing & Communications  
**REPORTS TO:** President & CEO  
**POSITION TYPE:** Full-time, exempt  
**BUDGET:** \$4M - \$10M / 2021 & 2022

**Position Summary:** The Vice President of Marketing & Communications is responsible for effectively driving community value-based marketing initiatives for the destination of Greenville, South Carolina. The purpose of the role is to create a strategic, multi-purpose course of action that focuses on increasing daily visitation to support local community businesses, propel overnight stays for meetings, conventions & events that support the hotel community, increase attendance at local attractions (outdoor, festivals, special events & the Arts) while celebrating life in Greenville for residents.

The VP of Marketing & Communications is an experienced Marketing professional with a demonstrated career implementing campaigns that show consistent growth in CLV. The qualified candidate brings a strategic lens to marketing, communications, branding, creative skills and high-touch customer service experience, along with a desire to mentor, coach and train. The role requires an innate understanding of the customer journey, and the variety of ways consumers absorb content and take action. Success will lie in this individual's ability to create effective marketing strategies that drive across a wide spectrum of consumers in a post-pandemic tourism environment that is not predictable. A thirst for data to drive insights, this person would be comfortable understanding metrics that support financial investment, be ambitious in understanding competitor markets and pragmatic taking assertive steps to substantially drive positive impact on the community.

The position has oversight of 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
- Provide strategic support with specific focus on the commercial sales effort, to convert group, leisure & transient business into partner hotels
- 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
- Create marketing/public relations strategy that will allow leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers
- Develop and implement 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

- Oversee 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
- Develop and lead a team that will cultivate and execute new concepts, channels and partnerships to position organization as an innovative leader in the tourism industry
- Analyze campaign results and market trends and recommend changes to strategies based on analysis and feedback. Take calculated risks based on data-driven analytics.
- Have daily, in-person interactions with members of marketing staff to provide direction, mentor, and coach to ensure that marketing goals are achieved
- Collaborate with executive leadership, key stakeholders, and respective staff to formulate the annual business and marketing plan to maximize the available budget delivering against key organizational priorities
- Provide planning and leadership to the Marketing and Communications Department by ensuring that the appropriate structures, systems, competencies, values, and measurements are developed and established to meet and exceed the marketing plan
- Clearly set expectations for all direct reports. Evaluate performance based upon expectations providing regular coaching and feedback.
- Conduct timely performance appraisals of all direct reports to encourage, motivate and improve staff production and ensure consistency
- Prepare and present reports
- Exhibit a thorough knowledge of processes and ensure compliance with all standard policies and procedures
- Be actively involved in the community, its public organizations, serve on local boards and committees
- Travel as needed
- Perform other duties as assigned

**Candidate profile:**

- Visionary and 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
- Strong leader committed to ensuring team members have inspiring individual and team goals and clear performance objectives, and who can provide the feedback, coaching and support to help them succeed.
- Team player with a high level of emotional intelligence who is committed to fostering an environment of cohesion, 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 10 - 15 years of marketing and communications strategy experience of which 8 years in a senior management capacity
- 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 Corporation equipment and materials for use in programs
- Knowledge of travel and tourism industry preferred; hotel, agency and/or DMO/CVB experience a plus