



**Mississippi Gulf Coast Regional Convention and Visitors Bureau
d.b.a. Coastal Mississippi**

Job Title: Marketing Manager
Department: Marketing
Supervisor: Director of Marketing

General Job Description

The Marketing Manager plays a critical role in driving visitation to Coastal Mississippi by working with tourism partners to develop and execute integrated marketing strategies that increase awareness across key target markets, including leisure, meetings, sports, and international and regional audiences. The successful candidate will act as the liaison with tourism partners to recommend and implement marketing efforts, promote the destination, and collaborate with internal and external stakeholders to ensure brand alignment and effective message delivery.

Tourism marketing is an ever-changing, fast-paced field that demands adaptability and a proactive approach to meeting dynamic challenges and opportunities. This position requires flexibility and the ability to quickly shift focus from one task to another, as well as the capacity to handle immediate and emergent tasks with little to no notice.

KEY RESPONSIBILITIES

Strategic Marketing

- Conduct in-depth research to identify innovative marketing strategies, cooperative advertising opportunities, and promotional partnerships to enhance regional tourism.
- Collaborate with the MarComm team to create audience-centric marketing initiatives that deliver targeted messaging to the right audience through appropriate channels.
- Support brand strategy and ensure brand consistency across platforms and campaigns.
- Manage web advertising programs.
- Plan, execute, and track seasonal marketing campaigns, ensuring adherence to timelines, budgets, and performance goals.
- Collaborate with cross-functional teams to develop creative assets and marketing materials.
- Oversee special initiatives such as TripAdvisor Premium Destination Partnerships and other targeted campaigns.

Tourism Partner Relations & Stakeholder Collaboration

- Engage with partners to promote and support marketing campaigns, fostering active participation and alignment.
- Incorporate state-level destination marketing initiatives into local strategies to maximize impact.
- Maintain effective communication with internal departments, partners, and other stakeholders.
- Identify, plan, and manage promotional events that showcase Coastal Mississippi and its tourism partners, ensuring effective execution and maximum visibility to drive regional tourism growth.
- Develop and maintain strong relationships with local tourism partners, attending meetings and association events to represent Coastal Mississippi's interests and foster collaboration.
- Design and implement marketing educational programs and workshops for tourism stakeholders to empower them with cutting-edge strategies and tools for success.
- Enter new tourism partners into the CRM system, maintain and update existing partner records, communicate partnership opportunities through the CRM platform, and generate detailed monthly reports to track engagement and performance.

Asset Resource Management

- Collaborate with the communications department to manage the organization's Digital Asset Management (DAM) system, including photo and video libraries with corresponding permissions.
- Ensure all marketing materials meet quality standards and are aligned with organizational goals and branding.

QUALIFICATIONS

Education & Experience

- Bachelor's degree in marketing, communications, business, or a related field.
- A minimum of 5 years of progressive experience in marketing and management roles.

Technical Skills

- Proficiency in Microsoft Office 365 (Outlook, Word, Excel, PowerPoint, OneDrive).
- Experience with Adobe Creative Cloud Apps (Acrobat required; Illustrator, InDesign, Photoshop preferred).
- Expertise with data analytics platforms (e.g., Google Analytics) to analyze and interpret marketing performance metrics.

Skills & Competencies

- Proven ability to manage multiple projects with competing priorities within defined timelines.
- Expertise in transforming strategic objectives into actionable marketing campaigns.
- Strong collaboration and interpersonal skills, with the ability to work effectively across diverse groups.
- Demonstrated leadership and initiative in managing projects from inception to execution.
- Exceptional verbal, written, and presentation skills.

Additional Requirements

- Occasionally, working events during nights and weekends is required to support marketing initiatives and organizational needs.
 - Commitment to delivering exceptional service to visitors and stakeholders through a partner-focused mindset.
 - Proven ability to handle sensitive and confidential information with discretion.
 - Professional appearance and demeanor.
 - Occasional travel is required; one must have a valid driver's license and the ability to drive out-of-state.
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