



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

JOB TITLE: Director of Marketing

DEPARTMENT: Marketing

SUPERVISOR: Executive Director

GENERAL JOB DESCRIPTION

The Director of Marketing is responsible for leading an internal marketing team and agency partners, collaborating with cross functional teams to drive visitation to Coastal Mississippi. Expediting high volume department with strong management skills and balancing analytical capability with creativity to achieve overall organizational goals. This role guides and implements creative services to drive visitor demand.

DUTIES AND RESPONSIBILITIES

- Lead and direct innovative, visitor-centric, integrated marketing strategies that connect with the audiences, inspire travel to Coastal Mississippi, and influence visitor behavior.
- Thought leader in understanding audience opportunities, motivators, and barriers while maintaining awareness of current events and trends relevant to leisure, lifestyle, and group travel.
- Direct all aspects of www.coastalmississippi.com.
- Develop and lead corporate branding initiatives that promote a positive image of Coastal Mississippi and articulate its value; approves creative elements and ensures appropriate use of the logo and trademarks.
- Build a visitor-centric insights practice that blends always-on data collection and deep dive research activity to generate insights that can be acted on throughout the organization.
- Build and oversee relationships and contracts with outside agencies and vendors in support of the brand and marketing strategies in collaboration with the organizational goals and team.
- Ensure media delivers on brand positioning and brand voice, working collaboratively with Director of Communications.
- Work directly with agency account leadership to allocate, invest, analyze, and optimize paid media budgets across all channels to meet objectives.
- Optimize paid media budgets across all channels and personas.
- Use data driven methods including visitor profiles, analysis, and measurement to improve effectiveness and efficiencies.

- Collaborate with Director of Business Development/Sales and Director of Communication to craft creative messaging and assets, develop paid media and partnerships to grow business.
- Oversee marketing production calendar for all projects, including developing approval and feedback processes.
- Develop, plan, and oversee creation of all creative, print, and digital marketing collateral, sales pieces, reports, for all departments.
- Identify, introduce, and continuously improve systems and workflows that efficiently and effectively shepherd marketing projects from initiation to completion. Apply and manage systems sustainability within the organization which may include coaching, guiding, and supporting cross-departmental teams.
- Effectively lead and inspire Marketing and Creative Services Team.
- Manage staff and build a cohesive, effective, and accountable team in alignment and consistent with Coastal Mississippi values.
- Prepare budgets, develop methods of tracking, and prepare/analyze reports; monitor/approve contract performance.
- Accountable for the day-to-day workload and contribute to a cohesive, effective, and accountable team in alignment and consistent with Coastal Mississippi values. Actively participate in team meetings and initiatives.
- Support strong workplace culture and successful performance/execution of organization strategy. Elevate and solve issues, support change, and ensure the maintenance of productive processes.

QUALIFICATIONS FOR THE JOB

- Bachelor's degree in marketing, communications, business, or related field.
- Minimum of eight years of progressive marketing and management experience.
- Experience in destination marketing, travel and tourism or hospitality industry.
- Team Leadership/Marketing Leadership.
- Sincere commitment to work collaboratively with all constituent groups.
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position marketing discussions at both the strategic and tactical levels.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice. There may be times where this position is asked to help other team members with their work, completing tasks outside of this description.