



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 helps generate visitation to Coastal Mississippi by supporting the development and deployment of an integrated marketing program to increase awareness in all key target markets, including leisure, meetings, sports, international, and regional audiences.

DUTIES AND RESPONSIBILITIES

- Builds and executes marketing strategies through competitive research, platform determination, benchmarking, messaging, and audience identification.
- Take an audience-centric approach to marketing efforts in order to bring the right messages to the right audiences and individuals, in the right place at the right time whether that audience consists of guests, business partners or stakeholders
- Support the team and partners to interpret the brand across channels and situations, provide input into brand strategy
- Manages the Bureau's digital marketing efforts including web-based software platforms, works with Communications/outreach when requested on social media outlets, and owned online properties with attention to detail for optimization.
- Manage production, placement, and schedules of member web advertising programs utilizing CMS, CRM, and Google Ad Server.
- Contribute to the management of the Digital Asset Management system, a library of photo, video with corresponding permission/ release forms.
- Manage the execution of integrated seasonal marketing campaigns by tracking content deployment timeline, budget, and results.
- Develops content for all Partner communications, including monthly Partner newsletters with updates from each department.
- Collaborates with all departments for creative and marketing needs.

- Communicates and develops cooperative programs with Partners regarding current Marketing campaigns to encourage promotion, engagement, and participation.
- Remains updated on state-level destination marketing efforts to incorporate into CVB marketing strategies as appropriate.
- Responsible for all duties assigned by the Executive Director and Director of Marketing.
- Other duties as assigned.

QUALIFICATIONS FOR THE JOB

- Proven organizational skills with ability to manage multiple assignments, and consistent ability to prioritize activities and responsibilities within specific time guidelines.
- Ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels
- Highly collaborative style; experience developing and implementing communications strategies
- Strong record as an implementer who thrives on managing a variety of key initiatives concurrently
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Commitment to collaboration with all constituent groups, including staff, advisory board members, media, elected officials, partners, and the traveling public
- Collaborates with the Director of Communications on media outreach efforts for major marketing campaigns, developing media strategies.
- Excellent verbal, written, improvisational, and interviewing skills are imperative.
- Excellent people skills, with an ability to interact professionally with internal and external clients at all levels within the organization.
- Customer service focus; committed to catering to the visitor.
- Ability to effectively present information to management.
- Self-motivated.
- Must be able to work cooperatively in a team setting.
- Flexibility to work necessary hours including evenings, weekends & holidays.