



Job Description

POSITION: Senior Director of Marketing

DEPARTMENT: Marketing

REPORTS TO: President

FLSA: Professional Exemption

PREPARED DATE: July 2024

WHO WE ARE

Visit Knoxville is a 501(c)(3) nonprofit, private company that collaborates with the community, business leaders, and local and state governments to promote Knoxville as a top destination for visitors, meetings, conventions, sporting events, and film production. It has contracts with Knox County and the City of Knoxville for destination marketing and serves as the primary provider of visitor information for these areas. The organization owns and operates the Knoxville Visitor Center at 301 S. Gay Street, allowing tourism partners to display promotional materials. It also manages the Observation Deck of the Sunsphere with local governments and produces the Official Knoxville Visitors Guide. Accredited by the Destination Marketing Accreditation Program (DMAP) of Destinations International since 2008, Visit Knoxville is one of only two Convention & Visitors Bureaus (CVBs) in Tennessee with this accreditation. A board of dedicated community leaders governs Visit Knoxville, supporting its role as an economic development driver for the Knoxville/Knox County area.

JOB SUMMARY

The Visit Knoxville Marketing Department includes market research, web development and analytics, as well as social media marketing staff. The Senior Director of Marketing manages Visit Knoxville's Agency of Record and is responsible for planning, development, and implementation of the organization's internal and external marketing strategies, communications, and public relations activities. In collaboration with its executive-level peers, this role oversees the development and implementation of all Visit Knoxville marketing materials and services. Additionally, the Senior Director of Marketing collaborates with the President annually to develop measurable departmental goals and is responsible for progress tracking as well as quarterly and annual reporting. This role manages and supervises several direct reports for which it is responsible for the completion of annual performance evaluations.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Direct management of Visit Knoxville's marketing including social strategies and initiatives, website development, Visitors Guides, e-newsletters, events, research, reporting, and any other promotional or partner collateral materials created and conducted by the department.
2. Direct management of the Agency of Record by providing strategic direction supporting Visit Knoxville's business objectives, requirements, and challenges. Responsibilities include management of the scope of work (SOW), media planning, creative development, reporting, and budgets with key agency representatives.
3. Responsible for creating, implementing, and measuring the success of a comprehensive marketing, communications, and public relations program that will enhance Visit Knoxville's image and position within the marketplace and the public, and facilitate internal and external communications. This includes:
 - a. Visit Knoxville's priority marketing efforts to promote Knoxville as a leisure destination.

- b. Developing strategic plans with the Visit Knoxville Sales Department and Sports Commission to market and promote Knoxville as a convention and event destination to local, state, regional, national, and international meeting and event planners.
 - c. Developing internal marketing and communication plans for all Visit Knoxville events and other partnering standalone events.
 - d. Developing strategies with the Visitor Services Department to market & promote the retail area, tourism packages created by the department, and visitor collateral.
 - e. Develop annual/quarterly Marketing Plan to promote the Sunsphere attraction in conjunction with the Visitor Services Department (digital marketing efforts, ads, special event promotions, etc.).
4. Supervise the Managing Director of Creative Services and Market Research to ensure effective oversight of the organization's market research program.
 5. Serve as a point of contact for Knoxville and Knox County-related marketing initiatives produced in conjunction with the Tennessee Department of Tourist Development.
 6. Negotiate and oversee agreements with contract employees assisting the Visit Knoxville Marketing Department.
 7. Collaborate with Visit Knoxville Board of Directors Marketing Chair to organize and lead bi-monthly Marketing Committee meetings.
 8. Closely monitor industry trends and local issues impacting Visit Knoxville's organization and destination marketing work in conjunction with the President.
 9. Regularly communicate goals, activities, and achievements to city and county officials, board members, and stakeholders via the Executive Assistant.
 10. Responsible for annual planning, goals, and financial objectives of the department as well as reporting progress to the President. Manage marketing budgets and review expenditures regularly.

ORGANIZATIONAL STRATEGY

1. Ensure that Visit Knoxville's philosophy, mission, and vision are pertinent and practiced throughout the organization.
2. Develop and coordinate means to seek regular input from tourism stakeholders regarding the quality of programs and services and Visit Knoxville's relevance.
3. Help formulate and administer policies to ensure the integrity of Visit Knoxville.
4. Function as an internal consultant to bring attention and solutions to Visit Knoxville's priorities.
5. Attend tourism conventions and conferences as a representative of Visit Knoxville.

SUPERVISORY RESPONSIBILITIES:

Directly supervises Director of Communications & Social Strategies and Managing Director of Creative Services & Market Research. Fulfill supervisory responsibilities in accordance with the organization's policies and applicable laws.

1. Provide marketing, communications, and public relations skills and expertise to Visit Knoxville by building, developing, leading, and managing a marketing team capable of conducting the necessary and expected marketing strategies and goals.
2. Maintain a climate that attracts, retains, and motivates top quality personnel.
3. Recruit, train, appraise, supervise, support, develop, promote, and guide qualified personnel.
4. Ensure effective management within the marketing, communications, and public relations function, with provision for succession.

5. Design, support, and oversee cross-functional teams throughout the organization.

MINIMUM QUALIFICATIONS REQUIRED:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience: Bachelor's degree in marketing or related field OR seven years of marketing, communications, public relations, and/or sales experience, preferably in the tourism industry but not required. Additional consideration for journalism, communications, and/or public relations experience – please include this information.

Computer Skills: Excellent computer skills to include, but not limited to, knowledge of Contact Management systems, Database software, Project Management software, and Microsoft Office Suite.

Language Skills: Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to author reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the public.

Mathematical Skills: Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Reasoning Ability: Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

Physical Demands: Ability to use hands and talk or hear. Ability to frequently stand, walk, sit, reach with hands and arms, climb or balance, and stoop. Ability to occasionally lift and/or move up to 10 pounds.

OTHER REQUIREMENTS

1. Time management skills
2. Presentation, writing, and communication skills
3. Attention to detail.
4. Flexibility and critical thinking skills
5. Creativity as well as an understanding and appreciation of creative work
6. Team player
7. Willingness to pitch-in on anything
8. Demonstrable experience in negotiation and meeting requirements
9. Understanding of budgeting and reporting on progress
10. Passion to serve the City of Knoxville, Tennessee

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

COMPETENCIES:

To perform the job successfully, an individual should demonstrate the following competencies:

Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities. Able to coordinate multiple tasks and meet deadlines. Must be meticulous.

Customer Service - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Interpersonal Skills - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Teamwork - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

Business Acumen - Understands business implications of decisions; Demonstrates knowledge of market and competition; Aligns work with strategic goals.

Cost Consciousness - Works within approved budget; Develops and implements cost saving measures; Contributes to profits and revenue; Conserves organizational resources.

Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.

Strategic Thinking - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Adapts strategy to changing conditions.

Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.