

Position Title: Director of Marketing Communications
Reports To: VP, Chief Marketing Officer
Department Marketing Communications
Job Status, Classification: Full-time Regular, Exempt

Position Summary

The Director of Marketing Communications is responsible for the oversight of marketing communications initiatives and department, day-to-day collaboration between the Group Business Development, Stakeholder Engagement, Visitor Services, and the implementation and effective communication of the brand.

The ideal candidate in this role will:

- Aspire to inspire transformational moments
- Bring their best possible self and work
- Commit to quality and consistency
- Seek opportunities to grow and improve
- At all times be trustworthy and honest
- Be responsible and accountable for their actions and words
- Contribute to the team culture in ways that are positive and collaborative
- Demonstrate respect, kindness and trust throughout all interactions and relationship development
- Contribute to telling the story of the organization's initiatives, outcomes, and return on investment for the community in ways that are creative, strategic and outside the standard reporting metrics
- Create success through passion for the hospitality industry, the destination, and the vision, mission and values of the organization
- Create and execute plans that are a clearly defined road map to achieve the targeted goals of the organization

Role and Responsibilities

- Oversees integrated programs that involve Marketing Communications/PR and ensures integrated team approach.
- Directs and ensures the successful implementation of all advertising programs
- Manages agencies, approves creative and media schedules, department budget and spending.
- Oversees and develops the Annual Business Plan, Quarterly Updates and other reports as needed. Collaborates with CMO on the content of these plans and reports.
- Collaborates cross-departmentally with Sales on International Marketing Communications programs.
- Oversees website development, marketing, SEO, rankings, tracking and maintenance.
- Oversees and ensures the successful establishment of promotional opportunities with media and third party businesses including the successful execution of campaigns, tracking of results and reports.
- Oversees development and management of annual department budget, authorizes expenditures and ensures accurate tracking of project costs to control expenses of marketing communications areas.

- Oversees the development of the Annual Business Plan, Quarterly Updates and other reports as needed. Collaborates with CMO on the content of these plans and reports.
- Oversees production of visitor services collateral and inspiration brochure
- Directs the development and roll out of co-op opportunities for MCCVB members for leisure advertising, marketing programs and online activities.
- Ensures brand standards for MCCVB sales and marketing – consistency of messaging and graphics in all marketing-related outreach.
- Supports team members on marketing communication programs. Attends Board and Committee Meetings as needed.
- Assists in managing strategic partnership programs, including sponsorships.
- Assists in developing research-related programs to include working with consultants and committees, conducting online-based research, gathering research data from stakeholders, and applying findings to marketing programs.
- Proactively contributes to, and makes suggestions to improve departmental processes
- Contributes to our safe, positive and harmonious work culture and environment.

Other Duties

Please note this job description is not designed to cover or contain all activities, duties or responsibilities that are required of the team member for this job. Duties, responsibilities and activities may change at any time with or without notice. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Expected Competencies

- Superior professional writing and verbal communication and interpersonal skills
- Ability to motivate teams to meet goals and produce quality results within tight timeframes
- Proficient in Microsoft Office products, Word, Outlook, PowerPoint and Excel; proficient in both PC and MAC environments; familiar with cloud computing environments
- Ability to travel as needed – will vary and include in-state and out-of-state
- Must be accomplished at multi-tasking, project oversight, and using creative planning skills
- Ability to recognize and maintain confidentiality of information
- Ability to work under pressure and maintain professionalism

Desired Education and Experience

- Experience in strategic program planning and implementation
- Extensive knowledge of marketing and communications
- Public Relations/professional Communications experience
- Experience in planning marketing strategies and initiatives in conjunction with overall organizational strategies and objectives
- Supervisory experience in training, team motivation and performance tracking
- Has knowledge of marketing and advertising insights and industry trends including content marketing, SEO/SEM, customer segmentation

Preferred Education and Experience

- A College degree or a minimum of three years' experience in a director or manager level position is preferred
- Prior CVB or other travel and tourism experience a plus

Supervisory Responsibility

This position is responsible for supervising team members in the Marketing Communications department.

Work Environment

This job operates in a clerical office setting. This role routinely uses standard office equipment such as computers, phones, copiers, and filing cabinets.

Physical Demands

This is largely a sedentary role with extended time sitting at a computer. Some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary.

Position Type/Expected Hours of Work

This is a full-time position. Office hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. Evening and weekend work or participation in events that occur after hours is expected as needed.

Travel Expectation

This position may require up to 20% travel.

Additional Eligibility Qualifications

None required for this position.

MCCVB offers a comprehensive benefits package including paid time off, paid holidays, and health, dental, vision, life and long term disability insurance coverage.

If you are interesting in joining our team, please send your cover letter and resume to HR@SeeMonterey.com