

Position Title: Director of Marketing Communications
Reports To: President and CEO
Department Marketing Communications
Job Status, Classification: Full-time Regular, Exempt

Position Summary

The Director of Marketing Communications is responsible for the marketing communications department, including collaboration between all departments, and the implementation of effective marketing programs to grow the destination brand.

The ideal candidate in this role will:

- Aspire to inspire transformational moments
- Be a strong, strategic, thoughtful leader
- Always bring their best possible self and work
- Commit to quality and consistency
- Seek opportunities to grow and improve
- At all times be trustworthy, honest and accountable
- Positively contribute to the team culture
- 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

- Develops integrated marketing communication strategies and programs for leisure, group and international travel; oversees their implementation
- Leads the Marketing Communications team and collaborates with all other departments
- Directs external resources (agencies/vendors/contracts), approves creative and media schedules and spending
- Develops and oversees the content and production of the Business Plan, Quarterly Updates and other reporting as needed.
- Oversees website development, marketing, SEO, rankings, tracking and maintenance
- Develops and manages annual department budget, authorizes expenditures and ensures accurate tracking of project costs to control expenses.
- Ensures brand standards for consistency of messaging and graphics in all marketing-related outreach
- Leads the MCCVB Marketing Committee; interacts with stakeholders and attends Board and other Committee meetings as needed
- Assists in managing strategic partnership programs including sponsorships
- Leads the development of research and applies learnings to strategies and programs
- Proactively contributes to, and makes suggestions to improve departmental processes

- Contributes to our safe, healthy, 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 multi-task using creative planning skills
- Ability to recognize and maintain confidentiality of information
- Ability to work under pressure and maintain professionalism
- Ability to maintain an excellent attendance record

Desired Education and Experience

- 7-10 years' experience in marketing communications; preferably in travel/tourism; preferably with a number of years in a Director and/or leadership position
- Experience managing outside agencies
- Experience in planning marketing strategies and initiatives in conjunction with overall organizational strategies and objectives
- Supervisory experience in training, team motivation and performance evaluation
- Has knowledge of marketing and advertising insights and industry trends including content marketing, SEO/SEM, customer segmentation
- A College degree in the field of marketing communications
- 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 10% travel time outside of Monterey County.

Additional Eligibility Qualifications

None required for this position.

MCCVB offers a comprehensive benefits package including paid time off, paid holidays, 401k plan 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