

Position Title: Marketing Manager
Reports To: Director of Marketing Communications
Department: Marketing Communications
Status, Classification: Full-time Regular, Exempt

Position Summary

The Marketing Manager develops integrated brand and content marketing initiatives and assists in creating and implementing marketing programs that target leisure and group traveler audiences that inspire visitation and generate awareness of Monterey County as a premier travel destination.

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

- Oversees new and ongoing marketing and advertising, including broadcast, print, digital and out-of-home activities
- Leads creative development and approves creative materials
- Develops seasonal campaigns and long-term brand platforms to support leisure and group travel
- Acts as "keeper of the brand" and brings to life the brand/destination narrative through creative use of integrated tactics, ensuring brand consistency and continuity
- Manages agencies and contractors
- Works with Public Relations Manager to create integrated campaigns and amplify paid programs
- Works with Digital Marketing Specialist on content projects including website and blog updates, social media programs, email marketing campaigns, etc.
- Works with Business Development team and directly manages Group Marketing Coordinator to execute projects for the group/meetings audience

- Measures and reports performance of marketing campaigns and manages monthly reporting for the department
- Tracks and analyzes KPIs, analytics and industry/market research
- Tracks and manages marketing budget, ensures timeliness and accuracy of invoice processing
- Orders and tracks inventory of promotional items
- Manages internal and external resources to meet deadlines
- Ensures assigned projects are delivered as scheduled and within budget to best possible quality standards
- Regularly communicates and works with local partners, businesses and industry stakeholders
- Oversees co-op programs
- Submits projects for award entries
- Creates internal process efficiencies and improves value for stakeholders
- Contributes to our safe, healthy, positive and harmonious work culture and environment

Supervisory Responsibility

This position supervises the Group Marketing Coordinator.

Other Duties

Please note this job description does not 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

- Excellent understanding of the full marketing mix
- Strong research and analytics skills
- Project management and planning skills
- Critical thinking skills with sound independent decision making and problem solving abilities
- Superior time management skills
- Ability to prioritize and balance multiple projects simultaneously
- Excellent relational skills and professional approach to working with a wide variety of stakeholders
- Excellent written and verbal communication skills
- Strong organization skills and processes knowledge
- Superior attention to detail and quality control
- Creativity and ability to turn ideas into results
- Willingness and ability to learn and grow within the organization
- Results driven, proactive and able to work independently and in groups

- Ability to maintain a positive attitude and thrive in a fast-paced work environment
- Ability to oversee and execute projects with minimum amount of supervision
- Ability to recognize and maintain confidentiality of information
- Ability to work special events, evenings and weekends as needed

Desired Education and Experience

- Four-year college degree in marketing, business or related field and/or more than five years' work experience in a marketing capacity
- Experience in developing marketing communications initiatives/programs, including digital, advertising and/or PR agency experience
- Fundamental knowledge of web development, CMS/CRM systems, web analytics tools and reporting, including Google Analytics
- Basic production art skills and experience, including Adobe Creative Suite
- Proficiency in Microsoft Office products including Word, Outlook, PowerPoint and Excel; proficiency in both PC and MAC environments; familiar with cloud computing environments
- Experience managing budgets
- Experience managing direct reports, agencies and contractors
- Knowledge of Monterey County
- Prior travel/tourism and/or group/meetings marketing experience

Work Environment

This position 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 and using a computer including keyboard and mouse. 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 may be required occasionally. Monitoring and maintaining MCCVB social media channels may be needed occasionally during evenings and weekends.

Travel Expectation

This position may require up to 10% local travel. This position may also require travel on occasion outside of Monterey County and/or California to attend industry meetings, conferences or other events/activities.

Additional Expectation

Ability to maintain an excellent attendance record.

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