



NEW BRAUNFELS CHAMBER
ESTABLISHED 1919

Job Description

Job title:	Marketing Director
Department:	Convention & Visitors Bureau
Reports to:	Vice President, Convention & Visitors Bureau
Summary	
<p>The Marketing Director will be an integral part of the Convention and Visitors Bureau team, working to advance the New Braunfels brand among target markets and audiences and advocate for New Braunfels. This position is responsible for supporting the Chamber's destination marketing efforts by playing a key role in the development and project management of marketing and stakeholder engagement initiatives. The Marketing Director will mine data, track measurement, and build strong stakeholder and community relationships to ensure best outcomes are achieved.</p> <p><u>About the Chamber</u> We are a membership organization that represents more than 1,600 local businesses. We partner with the public sector to administer tourism marketing and job growth for the community. We work to strengthen the local economy, advocate for our members and the community, advance community excellence, and deliver value to our members.</p>	
Roles and responsibilities	
<p><u>Essential job functions:</u></p> <ul style="list-style-type: none">• Serve collaboratively on the CVB team, participating in strategy and budget planning, providing input on and executing destination marketing through direct contact• Generate leisure travel leads, effectively managing data and process in CRM• Under direction of the Vice President, work with advertising and public relations partners to generate, manage and ensure consistency and accuracy of content across platforms• Identify necessary steps and manage implementation of special marketing project initiatives• Synthesize weekly datasets on visitation, occupancy, and tourism trends, and conduct related research to inform marketing decisions; summarize and create visualizations for distribution and presentation• Play a key role in the continued development of tourism stakeholder community, managing consistent distribution of information and content, and planning semi-annual events• Connect directly with stakeholders to collect and distribute available data that supports business development• Promote New Braunfels as a creative arts destination of choice; maintain a comprehensive film location database and support operations once selected• Participate and interface with partner organizations, committees, and other groups• Assist in the development of presentations to City leadership, stakeholders, etc.	

Additional responsibilities

- Support general reception for entire Chamber enterprise when requested, routing all staff calls, messages, packages, and visitors
- Assist CVB team with special projects as assigned by supervisor
- Represent New Braunfels in various trade organizations

Qualifications and skills

Minimum qualifications

- Bachelor's degree in business, marketing, communication, tourism, or related field
- Minimum two years' experience in equivalent field of operations
- Any combination of education and experience may be considered as a substitute for a degree or years of experience
- A valid driver's license

Knowledge, skills, and attributes

- Friendly, enthusiastic demeanor, ready and willing to go above and beyond for inquiring individuals
- Excellent written and verbal communication skills; adept at presenting to groups of various sizes
- Critical thinking
- Proactive, strategic, adaptable, and self-starting; able to work independently with a high level of accountability
- Demonstrated aptitude for statistical and detail-oriented work
- Collaborative: skilled at developing and maintaining effective working relationships with colleagues, managers, members, and partners
- Skill in organizing workflow and balancing projects and budgets
- Comfort with technology and desire to increase working knowledge of a variety of platforms
- Working knowledge of MS Office (PowerPoint, Excel, Word, Outlook), CRM (Hubspot) and analytics

Working conditions and physical demands

- Must be able to travel outside city (including overnight)
- Working hours are typically Monday-Friday however some nights and weekends are required
- Work is performed in an office setting, off site, and at special events
- Prolonged periods of sitting at a desk and working on a computer
- Repetitive motions, including but not limited to typing or writing
- Listening/hearing and receiving detailed information through oral communication, including over the telephone
- Seeing details of objects and print, to include fine print and to include both electronic and hard copy text
- Must be able to lift and carry up to 40 pounds

Applicants should send a cover letter and resume to:

Mallory Hines

Vice President, Convention and Visitors Bureau

mallory@innewbraunfels.com