

# NEW ORLEANS COMPANY

**POSITION TITLE:** MANAGER OF GROUP MARKETING & ATTENDANCE BUILDING

**DEPARTMENT:** CONVENTION SALES

**ACCOUNTABLE TO:** SR. VICE PRESIDENT OF CONVENTION SALES & STRATEGIES

**SECONDARY REPORT TO:** DIRECTOR OF CONVENTION SERVICES & SPECIAL EVENTS

**STATUS:** FULL-TIME, EXEMPT

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## **Primary Objective of the Position:**

Develops, recommends, and executes customized various marketing, online communication, and public relations strategies to help increase attendance for organizations bringing meetings, events, and conventions to New Orleans. This role will work directly with customers of New Orleans & Company who are responsible for marketing their events to potential attendees and is also responsible for cultivating relationships with those customers. Acts as a liaison between the sales and services team members assigned to each account and provides critical updates on efforts undertaken to build attendance. Builds relationships with trade media to secure positive coverage for the meetings segments in NOLA, writes approved copy blocks, writes content for meeting planner pages of the website, and other group marketing functions. This role also works directly with the sales team to build marketing resources that aid in the sales process. Interfaces with the marketing department.

## **Major Areas of Accountability:**

- Provides proactive, strategic marketing, communication and public relations assistance for New Orleans & Company group meeting clients, including access to available resources and tools to help increase attendance at meetings, events or conventions to be held in New Orleans.
- Works strategically with the sales and services managers to proactively target groups and creates direct sales tools that are reflective of the meetings brand.
- Continually updates the marketing resources available to customers and matches customer needs with resources provided by New Orleans & Company.
- Interacts with convention sales managers, clients and their marketing and PR teams to help boost meeting attendance and recommend new ways to promote New Orleans to potential attendees in a variety of industries. Manages all activities through Simpleview.

- Coordinates with Senior VP of Convention Sales & Strategies, and Convention Sales Marketing team to maintain all marketing toolkit items including the marketing menu, state of the city report, power point presentation, email blast templates, FAQs, video filming requests, photos, testimonials, local media contacts and welcome letters. These are examples. This list is not exhaustive.
- Attend industry functions, local conventions and other events as needed to represent New Orleans & Company. This includes traveling to meet clients throughout the country and working at events on nights and weekends.
- Coordinates photo shoots when needed, captures still and video of various events.
- Works with the Senior Vice President of Convention Sales and Strategies to build and execute resources in support of Built to Host or other departmental brand needs.
- Perform other duties and projects, as assigned.

**Education and/or Experience:**

Bachelor of Arts (BA) degree or Bachelor of Science (BS) degree from four-year college or university and five to seven years' experience; and/or training or equivalent combination of education and experience. Strong client service, presentation/public speaking skills, writing, marketing, project management, editing, and organizational skills are required for this position.

**Computer Skills:**

Must be proficient in Microsoft or similar. Knowledge of spreadsheets and database programs, desired.

**Language Skills:**

Possess excellent verbal and written communication. Ability to read and interpret documents and to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of the organization.

**Physical, Mental & Environmental Demands:**

While performing the duties of this job, the employee is regularly required to sit; and use hands to finger; reach with hands and arms; and talk or hear. The employee is required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and depth perception. Must be able to travel by airplane and operate a vehicle.

The working environment is typical for an office and does not require exposure to difficult or hazardous conditions. This position will require some weeknight and weekend assignments, often on location. Ability to travel including overnight stays. Must work well in a team environment.

**Disclaimer Statement:**

The above is intended to describe the general content of and requirements for performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements and does not imply a contract.

**Responsibility for Work of Others: None**

***New Orleans & Company** provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, gender, gender identity, sexual orientation, national origin, age, disability, genetic information, marital status, or status as a covered veteran in accordance with applicable federal, state, and local laws. **New Orleans & Company** complies with applicable state and local laws governing non-discrimination in employment in every location in which the organization has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.*