

NEW ORLEANS COMPANY

POSITION TITLE: MARKETING MANAGER

DEPARTMENT: TOURISM SALES & MARKETING

ACCOUNTABLE TO: SENIOR VICE PRESIDENT OF TOURISM

STATUS: FULL TIME, EXEMPT

Primary Objective of the Position:

Marketing manager works directly with SVP of Tourism to implement strategic advertising and marketing plan. The programming promotes domestic and international visitation to New Orleans supporting our clients and partners. The marketing manager produces, places and tracks marketing initiatives to achieve marketing plan objectives including the development of all forms of advertising, analysis of media opportunities, writing collateral and advertising copy, coordination of material production and monitoring of budgets. Confers with the department head in the analysis of existing contracts, suggests optimizations and artwork, and negotiates contracts and/or agreements for final Senior Vice President approval.

Major Areas of Accountability:

1. Manage contracts and deadlines relating to all advertising buys, traditional and non-traditional.
2. Lead manager for COOLinary New Orleans, including restaurant member sign up and solicitation; website management; Google Analytics reporting; coordinating with Marketing Department managed by Mark Romig on advertising strategy and purchasing. Assist the Louisiana Restaurant Association with Restaurant Week.
3. Monitor marketing plan and execution of partner programs and initiatives relative to tour operators, airlines, cruise lines and other tourism marketing campaigns including, but not limited to British Airways, Air Canada, and Carnival Cruise Lines.
4. Process all advertising invoices, ensuring New Orleans & Company is correctly billed and the creative element was implemented correctly; negotiate corrective action(s) when necessary.
5. Manage and curate marketing assets, including but not limited to, photos, videos, and ad artwork for advertising and promotional use.

6. Process all leads, and analytics generated by advertising and analyze the value of buys. Provide quarterly reports to senior vice president of tourism to include year to date results, future placements, budget, and partner program status updates.
7. Resize advertisements and address advertisement matters, when necessary. Communicate with graphic designer in terms of artwork specifications and requirements.
8. Consult with contractors, freelance photographers, and videographers to ensure fresh, up-to-date photo/video content that may be used for advertising, promotional and/or editorial use by New Orleans & Company.
9. Create and curate promotional materials for Sales Account Executives including presentations, profile sheets, newsletters, and holiday cards, ensuring all pieces are professional and follow brand standards. Coordinate trade show giveaways and client gifts.
10. Conduct other projects or duties as assigned by the SVP of Tourism.

Education and/or Experience:

Bachelor's degree from an accredited university/college, preferably with concentration in Advertising, Marketing, Communications, or other related field along with 2 years' experience. Equivalent combination of education and experience will be considered. Experience with media purchasing, both traditional and non-traditional, as well as ad trafficking.

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. 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, 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.*