

JOB DESCRIPTION

Job Title:	Director of Marketing
Division:	Marketing & Communications
Reports to:	President & CEO
Classification:	Full Time, Exempt
Supervisory Responsibility:	Marketing Department
Approved By:	President & CEO

Organization Background

Visit Oakland is the destination marketing organization for Oakland, CA and is private, not-for-profit, 501(c)(6) organization, with a 21-member board of directors and a full-time staff. Visit Oakland is funded by a dedicated hotel tax - Measure C, which was passed by Oakland voters in 2009 and a Tourism Business Improvement District that was renewed in 2018.

Position Summary

The Director of Marketing (DOM) position works directly with the President and CEO, and the Sales department to strategically plan, manage, direct, and successfully execute marketing, advertising, and public relations concepts, plans and campaigns for Visit Oakland. This exempt position reports to the President and CEO with direct reports.

As stipulated by the CEO, the DOM will be responsible for management of Visit Oakland's marketing department and the implementation of policies and procedures for the organization. The DOM must be able to represent Visit Oakland at notable events and functions; attend and participate in community leadership groups such as BIDS, Chamber of Commerce etc.; work effectively with the Board of Directors; and meet all Visit Oakland's goals, mission and performance plans.

The DOM shall be responsible for strategic planning, development and implementation of marketing strategies, marketing communications, public relations, promotional and social media related activities. The DOM oversees development and implementation of support materials and services in marketing, communications, PR, and image. The DOM directs the efforts of the marketing, communications, PR and social media staff and agencies. The DOS coordinates at the strategic and tactical levels with the other functions of the Organization.

Essential Duties and Responsibilities

- Responsible for creating, implementing, and measuring the success of:
 - A comprehensive marketing, communications and PR program that will enhance the Organization's image and position within the marketplace and the public and facilitate internal and external communications.
 - All organizational marketing and communications activities and materials including publications, customer acquisition, social media presence, media relations and related media FAM trips, promotional materials, etc.
- Review results of all marketing and operations efforts, and measure results toward the marketing plan and ensure articulation of the Organization's desired image and position, assure consistent communication of image and position throughout the Organization, and assure communication of image and position to all constituencies, both internal and external.
- Responsible for editorial direction, design, production and distribution of all Organization publications and digital presence.

- Coordinate the appearance of all Organization print and electronic materials such as letterhead, use of logo, brochures, etc.
- Develops short-term and long-term strategies for effective marketing programs on a local, regional, domestic, statewide, and international level, with an objective to increase overnight visitors. Strategies should include both traditional, digital, and promotional programs resulting in maximum return on investment.
- Utilize consumer and data-driven insights to enable effective database marketing.
- Work with CEO, staff, and agencies to identify KPI's and to maximize the ROI from marketing, advertising, and ecommerce programs.
- Identify, key strategic partners for brand positioning, media buying, and CRM and website technology.
- Ensure that the Organization regularly conducts relevant market research and coordinate and oversee this activity.
- Leads projects as assigned, such as cause-related marketing and special events.
- Directly manage the activities of exempt and hourly employees all personnel in the Creative Services, Public Relations, Partnership, Digital Marketing and Marketing areas/departments.
- In collaboration with the CEO and Leadership Team, provide recommendations regarding the recruitment, training, developing, evaluating, promoting, transferring, coaching, disciplining, rewarding, and terminating of Marketing Staff within the guidelines of Visit Oakland's compensation, salary, performance management and affirmative action programs.
- Attend various state, regional, national, and international industry meetings, and tradeshows, for the purpose of promoting Oakland as a destination and meeting site.
- Support the President and CEO to develop and maintain positive relationships with key partners, city officials, tourism industry professional and residents.
- Oversee all marketing, website, social media, PR, calendar, print and related marketing outreach materials on behalf of Visit Oakland.
- Manage outside vendors on behalf of Visit Oakland, as needed.
- Maintain active participation, through membership in various local, state, national and international professional associations, outcome to generate awareness of the Oakland area as a successful convention and tourism destination.
- Perform other such responsibilities as may be assigned by the President and CEO including the ability to work effectively with the Chair of the Board and the Executive Committee, in the absence of the President and CEO.
- Special projects as assigned by President and CEO.

Requirements

- To perform the essential functions of this position, the incumbent must possess broad and seasoned knowledge and expertise in advertising, marketing, strategic planning administration, operations, and finance (from a budgetary and planning perspective). An understanding of the tourism, CVB and convention industry is strongly preferred.
- A Bachelor's degree in Marketing, Business Administration or equivalent undergraduate discipline is preferred.
- Excellent sales and marketing capabilities, and highly developed interpersonal and human relations skills are required. The incumbent must have excellent communication skills with the ability to effectively communicate verbally, in writing, by telephone, and deliver excellent group presentations. Must have the ability to anticipate and understand the needs of clients, constituents, and the community at large.
- This position requires a willingness to travel, traveling approximately 5-10% of the time. The individual must be able to travel by air and must possess a valid passport and a California's driver's license. Fundamental knowledge of MS Office Suite (Word, Outlook, Excel, and Power Point) is required.
- Previous management experience in a DMO setting is preferred.
- Proven high contact customer service and business etiquette skills.

- Excellent oral and written communication skills.
- Strong organizational skills and ability to multi-task.
- Knowledge of Simpleview or similar client management database, preferred but not required.

How to Apply

Please submit your resume, cover letter, and portfolio/website (if available) to peter@visitoakland.com.