



Director of Marketing

Overview

Experience Olympia & Beyond (EO&B) is the official destination marketing organization for Thurston County. We are passionate about serving our community and inviting travelers to explore our unique (we call it decidedly different) little corner of the world.

Position Expectations

The Director of Marketing (DOM) will report to the Chief Executive Officer (CEO) and work directly with the CEO to develop and deploy a comprehensive, dynamic destination marketing plan. The DOM will oversee all marketing activities and serve as EO&B's communication leader, linking our brand to target markets worldwide and close to home. The DOM should be an expert at balancing the demands of in-house, hands-on marketing work with strategic planning and coordination of activities and projects with third-party agencies and/or contracted service providers.

Customer Service Expectations

This position will require exceptional customer service and prompt communication with other EO&B departments, stakeholders, industry peers, third-party vendors and organizational members. The highest level of professionalism and business practices will be required.

Core Competencies

- Integrity
- Accountability
- Follow-through
- Communication
- Confidence
- Creativity
- Innovation
- Strategic thinking
- Ability to work independently
- Ability to work within a team

Position-Specific Competencies

- Graphic design
- Print layout and production
- Social media management
- Expert knowledge of the Adobe Creative Suite
- Experience working with and maximizing CRM

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T (360) 704-7544

PO Box 1394, Olympia, WA 98507

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Essential Duties & Responsibilities

- Work with the CEO to develop, execute, evaluate, adjust, measure and report on marketing program
- Ensure a well-balanced, multi-channel marketing mix
- Ensure adherence to EO&B brand standards through all channels
- Develop campaigns that leverage and balance cutting-edge digital and social media technologies with traditional approaches with the intent to drive website traffic and room nights, especially during the shoulder season
- Assist in the design, development, production and distribution of annual Visitor Guide
- Work with social media influencers with a focus on audience growth and engagement
- Analyze customer and competitive data as well as industry research with which to clarify target markets, segment audiences, identify opportunities and potential obstacles. Data sources will include but not be limited to:
 - STR Reports
 - Google Analytics
 - Social media insights
 - DNext survey
 - Traveler survey
 - Economic Impact Calculator
- Develop and maintain current media list
- Develop and maintain current vendor list
- Develop and measure key performance indicators including but not limited to:
 - Opt-in subscriber growth
 - Conversion rates
 - Engagement
 - Marketing program satisfaction
- Execute seasonal public relations program to include but not be limited to:
 - Ongoing press releases to media and travel trade
 - Work with travel writers and the travel trade in partnership with the VP of Sales & Development to pitch story ideas, organize and support FAM Tours
- Work with and support the needs of all EO&B departments including but not limited to the development of collateral materials, e-newsletters, promotional items and event signage for:
 - Certified Tourism Ambassador program
 - Group and independent sales and promotions
 - Sports sales and events
 - Travel trade and media FAM tours
 - Conferences
 - Annual Meeting, Sports Awards and other events as developed

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- Work with all EO&B departments and third-party vendors to ensure the continual accuracy and quality of information contained within the Visitor Guide, website, all collateral materials and digital campaigns
- Maintain accuracy and reporting of public relations outreach using CRM
- Willingness and ability to travel to domestic and international destinations to represent Experience Olympia & Beyond at travel trade shows and/or conferences

Education & Qualifications

- Bachelor's degree in business, marketing, communications, public relations, graphic design or equivalent experience
- Three years or more of destination marketing (or similar) experience preferred
- Three years or more of project management experience
- Proven experience working with branding and re-branding
- Advanced understanding/experience in social media management across a variety of platforms including but not limited to: Facebook, Instagram, YouTube, Pinterest, Snapchat, Tumblr, WeChat, TikTok
- Experience working with social media influencers in domestic and/or international markets
- Demonstrated skill writing and editing creative marketing content
- Ability to effectively plan and manage budgets
- Proven capability to work with and maximize vendor relationships
- Positive communication and interpersonal skills
- Big picture thinker with an acute eye for detail
- Ability to balance and execute multiple complex projects
- Aptitude to distill complex information, research and data, resulting in informed decisions and recommendations

Photography, videography and multi-lingual skills highly desired, but not required

Work Environment & Schedule

This position will be full-time and will offer flexible scheduling. Director of Marketing will be able to choose their level of in-office and/or remote working. Technology will be utilized to ensure regular communication and timely completion of work and projects. Some in-office work and community outreach will be required—the ideal candidate will be equally dependable and flexible.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. While performing the duties of this job, the employee may be required to stand for long periods of time (i.e. representing Experience Olympia & Beyond at tradeshow and/or receptions), sit, talk, hear and use hands and fingers to operate a computer and telephone keyboard. Specific vision

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abilities required for this job include close vision requirements due to computer work. The employee will occasionally be required to lift and/or move up to 40 pounds. The employee should be able to speak clearly and hear well when communicating over the phone and in-person. The individual must be able to travel independently to domestic and/or international destinations via commercial airlines.

Terms

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this position at any time. EO&B believes that each employee makes a significant contribution to our success. That contribution should not be limited by the assigned responsibilities. This position description is designed to outline primary duties, qualifications, and job scope, but not limit our employees nor the organization to just the work identified. It is our expectation that each employee will offer his/her services wherever and whenever necessary to ensure the success of the organization.

Salary & Benefits

Salary range is \$70,000- \$80,000 depending on experience.

Medical, dental, vision, STD, LTD, Life, 401k matching

Position is open until filled.

To Apply

- Please send resume, cover letter and link to portfolio and/or media writing samples to Annette Pitts, C.E.O. Experience Olympia & Beyond
annette@experienceolympia.com

The EO&B provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or ethnicity. In addition to federal law requirements, EO&B complies with applicable state and local laws governing nondiscrimination in employment.

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