

GREATER RALEIGH CONVENTION AND VISITORS BUREAU
Group Marketing Manager
Job Description

OVERVIEW:

The Group Marketing Manager is a mid-level manager in the Marketing and Communications Department who is responsible for creating and optimizing content or marketing assets (written, photo, video, graphical/HTML) about Raleigh, N.C., as a “destination of choice” or about the work of GRCVB, specifically to the benefit of three other Bureau departments—Sales, Services and Sports Marketing (the latter known as the Greater Raleigh Sports Alliance or GRSA). Responsibilities also include utilizing GRCVB’s technologies, software and hardware to implement, post and/or publish and keep organized internally the content that is developed and being maintained (i.e., database marketing/Internet marketing/administrative duties). The Group Marketing Manager works in concert with other Marketing team members to manage and complete all projects and serves as a marketing and communications expert/liaison to three departments in outreach/relations with meeting event or sports event clients.

EXPECTATIONS:

- Demonstrate efficient project management on all assignments from initiation through delivery.
- Ensure each project or assignment is completed on time and with superior quality, while staying within budget, working effectively and professionally with outside vendors (if applicable), handling and organizing all paperwork and documentation and keeping the Director of Marketing and Communications and appropriate staff updated with verbal and/or written reports.
- Represent the Bureau and the destination itself in the most positive and professional manner (adhering to the Bureau’s social media policy and Employee Handbook at all times).
- Be a proactive self-starter and have a curious outlook related to searching for new content options, the latest news and developments in the Raleigh area and trends in social media communication as well as in direct/database marketing.
- Quickly become the go-to staff member with the resourcefulness and know-how for connecting GRCVB with its Sales/Services/Sports Marketing industry prospects/clients/arriving groups, through best-practice, enriching/engaging and effective marketing communications.

RESPONSIBILITIES:

Business-to-Business (B2B) Marketing

- Serve as a “one-stop shop” (internal account executive) for the three B2B GRCVB departments, executing many solutions to their marketing needs from start to finish, whether using the Bureau’s Distributed Marketing Platform (DMP), including its interface with the Customer Relationship Management (CRM) database, the Bureau’s Content Management System (CMS) or other Bureau software such as Microsoft Office or Adobe Creative Cloud. Track and continually balance marketing project assistance to all three departments under the direction of the Director of Marketing and Communications.
- Project-manage and participate chiefly in the automation/digitization/online enablement of Bureau offline sales/services processes for both meeting and sports event planners being booked into the Raleigh area, fully implementing new recommendations from such sources as the Wake County Destination Strategic Plan (www.visitRaleigh.com/2028) and Destinations International’s handbook of *CVB Attendance Promotion Practices*.
- With direction from the Director of Marketing and Communications, Creative Director, Senior Marketing Manager and Content Marketing Manager, create compelling content to increase B2B website traffic and social media engagement (especially traffic and engagement from target prospects), including new and updated copy (webpage copy, welcome webpages, blog posts, social media post copy and more), photography and video (mostly for social media platforms).

- Along with the Senior Marketing Manager and Content Marketing Manager, implement the Bureau's social media marketing strategy for the Sales, Services and Sports Marketing Departments by continuously researching, developing, testing and implementing new posts/tactics.
- Manage the development of the Bureau's B2B E-publications (such as Meetings Watch and Sports Watch) and occasional B2B print publications (printed in-house) by continuously researching, developing, testing and implementing new assets, content and tactics.
- Create content or collateral in support of B2B advertising and paid placement strategies (e.g., website landing pages, paid advertorials in digital and print publications, E-books, white papers).
- Work closely with the Creative Director and Senior Marketing Manager and other appropriate staff or outside vendors to ensure all content and marketing assets are on-brand, support GRCVB Business Plan goals and objectives and are of the highest quality. Communicate and strengthen the Raleigh, N.C., destination brand with the B2B markets.
- Be knowledgeable about and always respectful of copyright law as it relates to written, photographic and video content.

Database Marketing/Internet Marketing/Teamwork

- Along with the Director of Marketing and Communications, Senior Marketing Manager and Assistant Marketing Manager, manage the content development, maintenance and expansion of the Bureau website. As often as needed, review and update existing website pages and marketing materials to ensure content, assets and listings are accurate and fresh.
- Manage the database marketing tactics (e.g., account/contact reports, searches) and the Internet marketing tactics (e.g., email blasts, microsites) that support the responsibilities above.
- Provide research/measurement support for email campaigns, Internet promotions and social media marketing, including tracking and reporting significant analytics of campaigns, promotions and posts, with goals toward continuous improvement and increased conversion (sales).
- Edit, proofread and provide editorial support on a variety of GRCVB projects while working closely with outside vendors, other marketing or public relations staff and executive leadership.
- Assist the Marketing and Communications Department and other departments with special assignments and projects as needed.

REPORTS TO: Director of Marketing and Communications

SALARY: Lower \$40Ks, commensurate with experience

JOB-RELATED TRAINING AND EXPERIENCE:

- Excellent written communication/promotional writing/verbal communication skills
- Three years of content development experience (e.g., blogging, email marketing)
- Advanced computer/typing skills, basic HTML skills and advanced proficiency required with Microsoft Word, Outlook, Excel and PowerPoint
- Proofreading ability and some customer service/vendor leadership experience expected
- Solid proficiency expected with Adobe Creative Cloud, especially Spark and Photoshop
- Other CRM/data manipulation, CMS or Internet software experience expected
- Bachelor's degree (required) in business/management, communications, English/literature, multimedia/new media, marketing or tourism (preferred)
- Some photography and videography skills required
- Knowledge of Raleigh/Wake County preferred
- General working knowledge of CVB, meetings and sports tourism industries required

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No phone calls, please.