



Chief Marketing Officer

Statement of Duties

The Chief Marketing Officer (CMO) leads the Rhode Island Commerce Corporation's (Corporation) comprehensive marketing and tourism initiatives and oversees substantial annual budgets, including core operational funds and specialized grant allocations. The CMO will work with Corporation leadership to shape the narrative that attracts tourists, businesses, talent, and investment to the state, as well as the messaging and initiatives that will help support and grow Rhode Island-based businesses. This executive position manages multi-channel marketing strategies while directing a core team of marketing professionals and coordinating with regional tourism leaders.

Position Functions

The essential functions and duties listed below are intended only as illustration of the various types of work that may be performed. The omission of specific duties does not preclude them from the position if work is similar, related, or a logical assignment to the position.

Essential Functions

Marketing Leadership & Budget Management

- Direct a comprehensive marketing budget that could include funding from hotel tax revenue, federal grants, and special program allocations.
- Lead and develop a high-performing marketing team while coordinating with regional tourism partners.
- Spearhead strategic marketing initiatives that result in measurable growth in visitor volume, spending, and tax revenue generation.
- Drive public relations strategies to significantly increase national media coverage and brand awareness.
- Lead air service marketing strategies in partnership with the Rhode Island Airport Corporation, including the development and execution of multi-market campaigns to drive passenger growth and route sustainability.

Stakeholder Relations & Partnership Development

- Serve as primary marketing liaison with government officials and executive offices.
- Foster partnerships with business and tourism organizations as well as industry leaders across key sectors.
- Coordinate with various state authorities to develop and implement targeted marketing campaigns showing data-based activity growth.

Digital Innovation & Campaign Management

- Launch innovative marketing campaigns, adapting to market conditions and consumer behavior shifts.
- Pioneer digital engagement strategies to grow a marketable database and social media presence.
- Develop and execute multi-channel marketing campaigns resulting in significant audience growth.
- Oversee national media partnerships and brand integration opportunities.

Economic Development & Grant Management

- Assist in securing and managing state and/or federal grants that support regional economic development.
- Collaborate with economic development teams to convert business attraction opportunities into compelling marketing messages.
- Commission and oversee long-term strategic planning initiatives.
- Lead international partnership development and global business engagement.
- Direct destination development strategies balancing tourism growth with community impact.

Key Competencies

- Strategic leadership and vision.
- Budget and resource management.
- Stakeholder relationship management.
- Crisis communication and reputation management.
- Digital innovation and transformation.
- Team development and motivation.
- Public speaking and presentation skills.
- Data analysis and performance measurement.
- Build and maintain valuable partnerships with national media outlets and content creators.

Impact & Performance Expectations

- Drive measurable growth in visitor volume and spending.
- Increase media coverage and brand awareness.
- Improve digital engagement metrics.
- Secure and manage grant funding.
- Build and maintain strategic partnerships.
- Lead successful marketing campaigns with demonstrable ROI.

Professional Qualifications & Preferred Skills

This executive position requires regular travel, frequent public speaking engagements, and the ability to represent the organization at high-level functions. The role demands flexibility to manage multiple priorities and adapt to changing market conditions.

- 15+ years of progressive marketing experience demonstrated success in tourism, hospitality, or economic development.
- Proven track record of managing multi-million-dollar budgets and diverse funding streams.
- Experience leading teams of 10+ professionals and coordinating with multiple stakeholders.
- Strong background in public relations and government relations.
- Demonstrated success in digital marketing innovation and campaign management
- Must have Marketing Agency management experience

Preferred Qualifications

- Advanced degree in Marketing, Business Administration, or related field
- Experience with grant management
- Background in destination marketing or regional economic development
- International marketing and partnership development experience

Supervisory Responsibilities

Manages and directs Marketing & Communications teams. Responsible for the overall direction, coordination, and evaluation. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Classification

Regular Full Time – 37.5 Hours per Week

Salary / Exempt

Reports to

President & Chief Operating Officer

- The Corporation is an at-will employer; no employment contracts exist.

The Rhode Island Commerce Corporation (the 'Corporation') is an Equal Opportunity Employer. The Corporation does not discriminate based on race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by applicable law. All employment is decided based on qualifications, merit, and business need. The Corporation will not tolerate discrimination or harassment based on any of these characteristics

To be considered for this position, please apply at:

<https://secure.yourpayrollhr.com/ta/co8056.careers?ApplyToJob=671654273>