



## Chief Marketing Officer

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### Statement of Duties

The Chief Marketing Officer leads the overall direction, coordination and evaluation of the marketing function of the Commerce Corporation. The purpose of this role is to market Rhode Island to a broad audience as a destination for tourism and commerce, attracting transient, corporate and group travel, as well as new job-creating businesses to Rhode Island.

### Essential Functions

#### Strategic Marketing for Tourism and Business Attraction

- Market tourism and business attraction opportunities to a broad audience and engage diverse stakeholders.
- Represent Rhode Island as the state's top tourism official.
- Strengthen Rhode Island as an attractive location for companies.
- Manage the marketing, advertising, and promotion programs related to the Commerce Corporation's products and services, including the production of collateral material with creative design and messaging.
- Continue to establish Rhode Island as a destination of choice for both leisure and corporate travelers.
- Ensure engagement with stakeholders and the public on key marketing initiatives.

#### Leadership of Direct Marketing Team

- Provide leadership to the marketing team and marketing's interface with the various business units of the Commerce Corporation.
- Foster a high-performing, well-integrated, collaborative and respected team that furthers the Commerce Corporation's strategy.
- Carry out supervisory responsibilities in accordance with the organization's policies and applicable laws, including training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints; and resolving problems.
- Drive operational excellence across the marketing function, assuring adherence to budgets, schedules, work plans and performance requirements.

#### Brand Management for Corporation

- Develop and implement in accordance with branding strategies and guidelines.
- Ensure the Commerce Corporation's brand, capabilities, and expertise are effectively safeguarded, enhanced, communicated, and clearly understood in the marketplace.
- Build and leverage the Commerce Corporation's digital presence for web, mobile, video and social

media.

- Ensure quality control in the production of digital and print materials; implement systems to ensure quality product across the board.

#### **Market Research and Data Analytics**

- Identify market potentials and data analytics by leading market and customer research.
- Guide the Commerce Corporation in collection and communication of best practices and the utilization of tools and systems to document, communicate, measure, and monitor marketing performance and ROI, managing through data.