



JOB TITLE: MARKETING MANAGER
DEPARTMENT: MARKETING
REPORTS TO: VP of MARKETING & COMMUNICATIONS
FLSA STATUS: EXEMPT
SUPERVISES: NOT APPLICABLE AT THIS TIME

Position Summary:

Develop marketing and promotional strategies and collaborate to elevate brand awareness, generate inbound traffic to Experience Rochester's website, maximizing time on site, page views and conversion drivers and increase visitation throughout the community from residents and visitors. Support convention sales with effective marketing tools. Promote and grow attendance at Mayo Civic Center events where revenue can benefit the organization using all available marketing and communications resources. Represent the organization with industry partners and clients using sound judgement and professional behavior. Work to understand the overarching goals of the organization and the key roles of each member of leadership. Identify organizational needs that can be enhanced through an integrated marketing approach.

Primary Job Functions:

1. Assist the VP of Marketing and Communications to manage, produce and deliver marketing programs and materials across the organization.
2. Oversee the production of digital and print design solutions.
3. Manage external contractors including graphic designers and printers.
4. Assist and support convention sales department with development of various projects including concepting and supervising the design, layout and printing of sales materials.
5. Produce, manage, submit, and track all consumer, convention and event advertising placements and contracts with various media outlets.
6. Work with live event promoters to increase exposure and attendance at events.
7. Create, pitch, and manage promotions, marketing campaigns, contests, and sweepstakes.
8. Collaborate with web developer and content team to monitor and improve search engine optimization (SEO) results.
9. Monitor effective benchmarks for measuring the impact of marketing campaigns. Analyze, review, and report on effectiveness of campaigns.
10. Collaborate with the greater Rochester hospitality community to increase local and visitor traffic to the region.
11. Develop relationships with Minnesota DMO's (Destination Marketing Organizations) and hospitality partners.
12. Implement strategies, campaigns and initiatives to increase and improve brand awareness for Experience Rochester and Mayo Civic Center.
13. Stay abreast of key industry trends and competitive insights.

14. Perform other duties as the VP of Marketing and Communications deems necessary.

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

Core Attributes:

Communication skills (internal and external): Understands and communicates effectively with others using a variety of formats e.g., writing, speaking, listening, interpersonal skills.

Creativity: Generates new ideas, supports change, provides innovative solutions, solves problems creatively.

Customer Service (internal/external): Committed to customer satisfaction, assumes responsibility for solving customer problems, ensures commitments to customers are met.

Dependability: Meets commitments, works independently, accepts accountability, stays focused under pressure, meets attendance/punctuality requirements.

Integrity: Earns the trust and confidence of coworkers and customers through honest communication, ethical behavior and professionalism.

Organization: Sets priorities and manages time well, meets deadline.

Teamwork: Contributes to meeting team deadlines, listens to others, promotes cooperative team atmosphere. Works effectively with external industry partners.

Administrative Compliance: Uses tools effectively, e.g., SimpleView, Microsoft, and complies with administrative policies, e.g., expense reports and human resource directives and procedures.

Key Competencies:

Use sound judgement to make good decisions based on information.

Considers all facts before deciding on the most appropriate action.

Maintain high level of productivity, discernment and self-direction.

Complete work in a timely manner taking responsibility for job performance.

Plan and organize tasks and work responsibilities to achieve objectives.

Skilled in relationship building and networking with a diverse population of organizations and associations.

Highly developed oral and written communication skills.

Solid understanding of Adobe creative solutions and print production.

Excellent time management skills, including the demonstrated ability to meet timelines and prioritize multiple projects.

Team orientation and ability to work effectively with colleagues.

Equipment used:

Solid knowledge of Microsoft Sharepoint & software products including Microsoft Exchange and Outlook, Adobe design products, website database management, Video conferencing (Zoom and Teams). Telephone, email and keyboarding.

Working Conditions:

Fast paced, multi-faceted requiring one to initiate and complete tasks in a self-directed manner. Some nights, weekends and conference travel may be required.

Physical and Mental Requirements:

- Normal physical and mental requirements to use equipment mentioned above
- Occasionally carrying and lifting up to 30 pounds
- Driving a car

- Air travel
- Exposure to computer screens for long periods of time
- Frequent bending, kneeling and reaching
- Organizing and coordinating schedules
- Analyzing and interpreting data
- Problem-solving
- Communicating with partners
- Creating written communication

Education and Experience Required:

- Bachelor's degree preferred, high school diploma or GED required
- Minimum 3 years of professional marketing experience required
- Digital/Interactive certifications a plus

Licenses and Knowledge Requirements:

Valid Driver's License - (MN residents must have a Minnesota Driver's License within 30 days of hire).

Employee signature acknowledging they have read the job description entirely and have been given an opportunity to ask questions prior to the official hire date.

Name

Date