

The Valley Forge Tourism & Convention Board is seeking a passionate and creative individual that will oversee all aspects of Marketing and Communications for an award-winning marketing and sales organization. This is a rare and exciting opportunity to lead a fast-paced team who is tasked with marketing the \$1.6 billion tourism and hospitality industry of Montgomery County, Pennsylvania. This includes marketing for the meetings, conventions, youth sports, leisure travel as well as arts and culture. The perfect candidate will work directly with the leadership team to provide thoughtful and competent direction within key areas including brand marketing, digital strategy, brand loyalty, print media, content management and customer relations. The position's located in King of Prussia, Pennsylvania.

Job Title: Vice President of Marketing
Department: Marketing
Reports to: President & CEO
Direct Reports: Yes
FLSA Status: Exempt

SUMMARY:

Provides executive leadership management and oversight of the Marketing and Communications Departments. Oversees all aspects of Marketing & Communications including rebranding, public relations, advertising, collateral materials, trade show displays, social media, web site design, development and ongoing maintenance and other emerging trends related to Communications & Marketing. This position also oversees all marketing direction for Arts and Culture. Responsible to facilitate the overall strategic and creative direction for Marketing & Communications including annual Business Plan & Budgets. Works in collaboration with Senior VP of Sales and Marketing as it relates to Convention, Tourism, Membership & Visitor Center Operations and Promotions.

ESSENTIAL DUTIES AND RESPONSIBILITIES includes the following. Other duties may be assigned:

- Develops and implements marketing programs to include advertising, online marketing, public relations, research, direct mail, publications, promotions and collateral materials and web site development.
- Submits applications for available state cooperative marketing dollars and solicits cooperative partners for other programs to enhance the marketing programs; works with the state tourism office on appropriate cooperative marketing programs.
- Performs managerial duties such as staff coaching and vendor management as well as administrative duties such as preparing marketing and communication programs and reports.
- Coordinates facilities for and attends various meetings; records, transcribes and distributes minutes of those meetings.
- Maintains national, regional, state and local profile in travel industry through associations, committees' and marketing cooperative; travels and participates in industry networking and educational activities.
- Incorporates the use of social media and other emerging trends in the Bureaus' marketing and communication strategies.
- Develops and maintains departmental budgets. Makes adjustments and recommends changes as necessary to operate with approved budget.

- Works directly with senior level staff keeping them informed about opportunities, potential issues and status of marketing and communication activities.
- Works in collaboration with Senior VP on sales support and resources, presentations, collateral advertising and trade show displays.
- Develops and cultivates media relationships to maximize Bureau events, public announcements, and other projects. Prepares talking points, speeches & presentations, and press releases as needed.
- Develops market research, provides data and information on critical trends and market conditions to support Bureau initiatives.
- Oversees and edits partner newsletters, weekly distribution and communications materials.
- Establish and maintain strong ties with the Marketing/Communications departments with the Philadelphia, Bucks, Chester and Delaware County CVB's as well as VisitPhilly.
- Works in collaboration with the bureau's ad agency, public relations firm as well as the web design firm.
- Ensure highest return on investment by coordinating Electronic Marketing efforts of bureau.
- Manages and oversees Arts and Culture brand for Montgomery County
- Works in collaboration with the Senior Vice President on the development, management and implementation of annual media buy process.
- Coordinates and develops membership co-op marketing opportunities.
- Constitutes and manages and implementation of bureau's Visitors Guide.

OTHER RESPONSIBILITIES:

- Lead the Marketing Committee of the Board of Directors with the committee chair
- Directs research in support of marketing strategies and tactics
- Directs video and photography production
- Attends trade shows and events as they relate to Communications

COMPETENCIES & SKILLS:

- Extensive knowledge of Marketing, Communication and Public Relations as they relate to the hospitality industry.
- Extensive knowledge of the Hospitality industry and the impact it has on local economy. Ability to understand role of CVB in community.
- Outstanding leadership skills; ability to manage and mentor staff through motivation, encouragement, and critical feedback.
- Diplomatic skills in problem analysis and resolution.
- An advanced mind set with regard to creative, innovative thinking.
- Excellent interpersonal skills and ability to work effectively as a team member at all levels of the organization.
- Strong organizational and time management skills, ability to handle multiple tasks and projects simultaneously, under a variety of conditions & constraints.
- Outstanding oral and written communication skills including grammar, spelling and general written correspondence skills.
- Irreproachable ethical standards.
- Visionary.
- Exceptional consensus builder & collaborator.

CANDIDATE REQUIREMENTS:

- A four year degree from an accredited college or university in marketing, advertising, communications, PR, journalism or related field required; advanced degree a plus.
- Experience managing agency accountability and partnerships
- Minimum 5 years in Marketing, Communications or Public Relations fields.
- Experience in Hospitality Tourism industry a plus.
- Excellent computer skills, experience with Microsoft Office Software.
- Sound risk taker who applies logic, research and rational.

SUPERVISORY RESPONSIBILITIES:

None

LANGUAGE SKILLS

Ability to read, analyze, and interpret general business periodicals, industry and trade journals, or governmental regulations. Ability to write news and feature stories, reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

MATHEMATICAL SKILLS

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

REASONING ABILITY

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

WORK ENVIRONMENT and PHYSICAL DEMANDS: Must be able to meet the typical physical and emotional demands of a standard office environment. This may include occasional lifting of boxes weighing up to 40 lb. The position does require some weekday and weekend travel.

ADDITIONAL INFORMATION: The Valley Forge Tourism & Convention Board offers a competitive salary. Benefits package includes: medical, dental, STD/LTD, Life Insurance, 401(k), paid holidays and paid time off.

Qualified candidates should email a cover letter and resume to: jobs@valleyforge.org