

Date: January 1, 2023

Position Title: Group Marketing Strategist

Administrative Unit: Visit Lafayette – West Lafayette (VLWL)

Immediate Supervisor: President

Position Requirements: Understanding of the promotion and marketing process needed to develop the tourism industry in Tippecanoe County. Good communication and computer skills, traveling and the ability to lift, carry and erect displays are requirements of this position.

General Function: Promote Tippecanoe County to meetings, conventions, groups, and sports markets to help increase awareness of the community. Work closely with local tourism partners such as the Purdue, lodging, sports, attractions, etc. to generate additional economic benefits for Tippecanoe County.

Duties & Responsibilities: To act as directed by the President, or the Vice President of Visit Lafayette – West Lafayette, and other specific responsibilities as listed under "Specific Responsibilities".

Specific Responsibilities:

Actively pursue convention, meeting, group tour and sports leads for the convention and visitor industry of Tippecanoe County.

Implement promotional and media (including social) programs that directly relate to the convention, meeting, group tour and sports activities with the community for the VLWL.

Maintain a thorough working knowledge of all the visitor attractions as well as meeting, exhibition and venue facilities in Tippecanoe County, including expansions, limitations, renovations and/or special arrangements.

Build relationships among the convention, meeting, group tour and sports networks that will increase that business in Lafayette – West Lafayette, including attending and setting up marketplaces, trade shows, association meetings, and conventions that promote the area.

Maintain good network database files in the Simpleview CRM including tracking trends and important information in the group and meetings market area.

Determine and implement convention, meeting, group tour and sports activities and promotion and partnership programs for the tourism industry of Tippecanoe County.

Train student interns as needed to assist with the marketing needs in this area.

Serve as back-up to the Visitors and Group Services Specialist and to the Visitor Information Specialists as needed.

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Design, in consultation with the President and/or Vice President, proper sales letters, documents and brochures for effective promotion of activities.

Assist the President and/or Vice President with the designing, executing, and marketing of the facilities and attractions of Tippecanoe County.

Develop new experiences or package niche markets together to attract more business.

Maintain a thorough working knowledge of the visitor attractions and tourism industry in Tippecanoe County.

Gather and track statistics for above areas of responsibilities.

Gather and submit financial/budget information regarding projects as needed.

Establish and maintain good rapport within tourism partners, our community and the VLWL team/board.

Work on special projects/promotions/activities as assigned by the President, or approved by the Vice President, as a result of interfacing with other areas of responsibility.

Further duties that may be assigned from time to time by the President.

Salary: Based on experience and success in the areas listed above.

Staff Benefits: Benefits are outlined in the employee manual.

Measure of Performance: Performance shall be evaluated by the President on a yearly basis.

Evaluation Based On:

1. Knowledge of duties of position.
2. Quantity of work.
3. Quality of work.
4. Initiative, self-reliance, judgment.
5. Supervision required.
6. Working relationships, attitude.
7. Dependability in performance of duties.