

DIRECTOR OF MARKETING AND ADVERTISING

General Statement of Duties

Performs program management and professional work related to the implementation and on-going coordination of Bureau marketing efforts.

Duties and Responsibilities

Essential Duties and Tasks

- Assist Executive Vice President of Marketing and Strategy in developing marketing strategies and campaigns and coordinating and implementing related programs of work for Wilmington and Beaches (to include; Wilmington, Carolina Beach, Kure Beach, Wrightsville Beach) as well as the individual cities of Carolina Beach, Kure Beach and Wrightsville Beach.
- Works directly with outside agencies-of-record to provide insight and direction and assist in the implementation of a multi-destination, multi-channel advertising plan.
- Acts as traffic manager on agency deliverables.
- Manages project deadlines and related budgets. Submits purchase orders and check requests for advertising and monitors expenditures.
- Manages and understands comprehensive media flowcharts.
- Reviews creative assets to determine if creative changes need to be made or adjusted.
- Manages and understands paid social media channels creative options, staying on top of the latest trends and changes.
- Reviews and manages paid media leads from channels; reviews tears sheets and digital placements for quality.
- Assists in identifying and monitoring of Key Performance Indicators, Travel Intent Indicators/benchmarks and metrics to measure success of marketing campaigns.
- Provides guidance on graphic design, visual elements of brand and ensures quality control of visual identity and logos.
- Ensures consistent messaging across marketing channels.
- Review associated marketing campaign landing pages as developed by Director of Content Management/Marketing Manager.
- Review, edit and serve as copywriter as needed on key marketing messaging including added value advertising, collateral, and advertorial opportunities.
- Prepares required reports, presentations, analysis and budgets as needed.
- Understanding of Google Analytics and pull reports as needed.
- Composes and distributes Simpleview e-communications and cooperative sales solicitation materials, and general announcements of promotions and programs of work to area constituents and industry partners.

- Manages outside agency and coordinates production, sales, distribution and inventory of marketing collateral, including guide map, group sales, and annual Visitors Guide publications (Visitors Guide in cooperation with Marketing Manager).
- Develops and implements multimedia content plan in cooperation with Marketing Manager including production of photography and videos. Facilitates and processes image requests. Makes sure new assets are provided to Director of Content Management for updating the photo library and multimedia galleries. Makes sure image guidelines are followed.
- Coordinates photo shoots and the purchase of additional photography as needed.
- Develops strategic alliances to support marketing programs and promotions where applicable including Destination Travel Network, Visit NC Sweeps, and Visitors Guide advertising sales. Responsible for development of new tourism marketing programs and related outreach, and execution of cooperative marketing programs if applicable.
- Provides proactive PR support to EVP Marketing and Strategy.
- Provides marketing support where applicable to other CVB departments.

Additional Job Duties

- Participates as team member to assist in any function and activity to meet and exceed the Bureau's goals and objectives defined in the Bureau's Strategic Destination Plan and Program of Work.
- Participates in local and regional travel and tourism related organizations where applicable.
- Provides co-direction to the Marketing Manager for multimedia content development and Visitors Guide production.
- Studies materials, publications and trade journals and attends industry conferences and workshops to stay current on travel trends and marketing practices where budget permits.

Recruitment and Selection Guidelines

Knowledge, Skills and Abilities

- Working knowledge of various types of paid media – including production times, requirements and reconciliation processes.
- An understanding of how advertising agency works and make recommendations for process updates or changes for efficiency as needed.
- An understanding of principles, practices, techniques and analytic tools of marketing and social media in the travel and tourism industry.
- Possess graphic design skills or knowledge of/and experience with the methods, processes and procedures for development and production of a

variety of publications, brochures, related printed materials, websites, photographic and broadcast materials.

- Capacity for understanding the Bureau's goals, objectives and activities, area attractions and other marketable tourist attractions.
- Working knowledge of and demonstrated skill in using computers, internet technology, graphic design programs, desktop publishing, content management systems, Microsoft Office Suite, Excel, PowerPoint and CVB database systems.
- Skill in strategic thinking and the ability to provide recommendations to management.
- Ability to use sound judgment in all aspects of work and in resolving problems.
- Ability to function effectively as a team member in meeting the goals and objectives of the Bureau.
- Ability to communicate effectively in oral and written forms, including copy creation for a variety of channels including social media.
- Ability to be a self-starter, to take initiative and generate creative ideas, publications and products and to supervise agency and vendor talent where applicable.
- Ability to organize and gain input from a variety of sources, such as bureau colleagues, agencies and travel industry partners.
- Ability to develop and maintain effective working relationships with travel industry organizations, constituents and personnel, superiors, peers, employees and the public.

Physical Requirements

- Must be able to physically perform the basic life operational functions: climbing, balancing, stooping, kneeling, reaching, walking, pushing, pulling, lifting, fingering, grasping, talking, hearing and repetitive motions.
- Must be able to perform medium work exerting up to 100 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects.
- Must possess visual acuity to work with data and figures and transcribe, to operate a computer, to read extensively, and operate audio-visual equipment and cameras, and to determine the accuracy, neatness and thoroughness of work assigned.