**POSITION TITLE:**  Creative Services Manager
**REPORTS TO:**  Director of Marketing & Communications
**DIVISION:**  Marketing & Communications

**EXPECTED RESULTS**
**Agency Result:** The Rockford Area Convention & Visitors Bureau exists to drive quality of life and economic growth for our citizens through tourism, marketing and destination development.

**Division Result:** Increase tourism expenditures during each visit to the Rockford Region
**Position Result:** Ensure the execution of RACVB marketing and communication plans

**POSITION OVERVIEW**
Recognizing the vital role that marketing and communications plays in many of the activities that RACVB tackles, the position of Creative Services Manager is of critical importance. Because of the scope of projects and the pace of the RACVB work environment, the selected individual will need a unique combination of project management and interpersonal skills combined with graphic design, web and brand development experience.

Primary duties include working closely with the Director of Marketing & Communications to oversee creative services within the organization including, but not limited to graphic design, brand publications, website management, photography, and video production.

The ideal candidate will have a minimum of three years of hands-on marketing/communications and graphic design experience within a business marketing department or in an advertising agency or marketing communications firm. Involvement in developing and executing annual marketing/communications plans is a must.

RACVB offers an outstanding work environment, competitive salary, and benefits, plus a position that directly affects the economic health of the Rockford Region.

**ESSENTIAL FUNCTIONS**

**Graphic Design**

* Graphic design of marketing collateral, advertising, etc.in a fast-paced environment
* Develops visual creative content for social media
* Creates presentations, coordinate execution and presentation display
* Design of Quarterly Reports, Newsletters, and industry-related marketing materials
* Design of stakeholder relations documents such as recaps and by the numbers
* Design of fund development-related materials, including sponsorship documents
* Design of advertisements including, but not limited to print, billboard, digital, and social media

**Brand Development & Management**

* Assists in developing and executing corporate design standards
* Proactively manages visual asset needs for future campaigns, including photography, videography
* Responsible for managing design of corporate and industry marketing in conjunction with the Director of Marketing, with a focus on marketing materials for the RACVB departments, CEO, stakeholder relations, and RACVB Board.
* Oversee digital asset management of photography, videography, logos, and graphic design work
* Maintains a comprehensive image and video library

**Marketing & Communications Strategic Planning & Execution**

* Assists in developing marketing ideas for RACVB initiatives, programs, and teams, including but not limited to Sales & Service Marketing Programs, Destination Development, and Stakeholder Relations.
* Assist and participate in the development of the annual communications/public affairs plan that supports the overall objectives of the RACVB
* Assist with creating and updating processes to maximize ongoing efficiencies for the Marketing & Communications team and internal partners
* Participates in inter-department brainstorming for project management and marketing needs
* Assists in budgeting for marketing needs

**Website Management**

* Oversees corporate website management, development, maintenance, and daily functionality
* Produces new ideas and pursues emerging website functionality with design and host partners to ensure an updated and contemporary website

**Management and Co-creation of Eblasts and Newsletters**

* E-Blast creation & design, including RACVB weekly eblasts
* Assists in producing corporate and industry communications

**Management of Marketing Related Contracted Partners**

* Develop, maintain and manage vendor relationships in areas of print production, photography, videography, graphic design, web bloggers, and others as assigned
* Assist in the planning of contracted needs vs. in-house production
* Project management of contracted work
* Maintain contracted initiatives within budget

**Internal & External Partnership Development and Assistance**

* Represent the RACVB on assigned community committees
* Provide marketing assistance for partners and committees as assigned or approved
* Assistance in advertisement purchasing, evaluation, and execution for marketing initatives
* Assist in planning and execution of press conferences
* Assist with on-site event execution as needed for major RACVB events (i.e., Stroll on State, client events, annual meeting, etc.)

**CRITICAL KNOWLEDGE, SKILLS, AND ABILITIES**

* Minimum of three years experience in marketing, design, and communications
* The ability to work in a fast-paced enviornment while meeting competing deadlines
* Proficient in design products - Adobe, InDesign, Photoshop, and Canva
* Proficient in Microsoft Office Suite – Word, Excel, PowerPoint, Outlook
* Experience in print, radio, and TV advertising: media evaluation, recommendation, contract negotiation, scheduling, deadlines, creative and production
* Proficient in Customer Relationship & Website Management Programs – Simpleview, will teach
* Understanding of print production process
* Proficient in Social Media Management
* Possess confident communications capabilities in both written and verbal forms
* Highly organized with experience in all aspects of marketing project management from concept development through production
* Thorough understanding of marketing and communications principles
* Have strong interpersonal skills that allow for success in a team environment
* Good negotiation skills
* Ability to work evening/weekends for vital project deadlines

**KEY CONTACTS**

Media, Hotels, Attractions, Vendors, Outside Contractors, Marketing Partners, Destination Partners

**EDUCATION EXPERIENCE REQUIREMENTS**
Bachelor's degree in Marketing/Communications/Graphic Design; with a minimum of 3-5 years of marketing communications and design-related experience. Work in tourism/hospitality industry desirable. Candidate should demonstrate an innovative use of creative communication strategy through visual design with a high focus on strategy, brainstorming, collaboration, innovation, and results-focused approaches. Experience with project management in a fast-paced environment is helpful. A strong passion for the Rockford Region (Winnebago County), community building is a plus. A high focus on positive culture building in a teamwork enviroenment is a plus. Candidate should project professionalism and confidence in working with and marketing diverse populations.

**PHYSICAL REQUIREMENTS**

* Office Work - Light Exertion up to 20 lbs. force occasionally and/or up-to 10lbs. frequently
* During Events - Medium Exertion up to 50 lbs. force occasionally, and/or up-to 20 lbs. frequently
* Perform repetitive tasks/motions
* Ability to see
* Hear alarms/telephones/normal speaking voice
* Have good manual dexterity
* Have good eye-hand-foot coordination
* Ability to stand and/or walk for long periods of time
* Ability to work outside in extreme weather conditions (during RACVB-led events)

**WELCOMING DIVERSITY**

The Rockford Area Convention & Visitors Bureau is dedicated to doing our part to ensure the Rockford region is welcoming to all. We are committed to showcasing love, acceptance, equitable inclusion, and respect for our diverse residents, visitors and a culture that helps to make our region vibrant.

The RACVB is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment and all other employment decisions shall be made without regard to actual or perceived race, color, religion, gender, pregnancy or related conditions, gender identity or expression, sexual orientation, marital status, national origin, ancestry, citizenship, genetic~~s~~ information, disability, age, veteran or military status, order of protection status, conviction record and/or arrest record to the extent prohibited by applicable law as well as any to other type of unlawful discrimination and/or harassment.

**PREPARED BY:** Martesha Brown  **PREPARED DATE:** January, 2022

**APPROVED BY:** John Groh **APPROVED DATE:** January, 2022

I have reviewed the above job requirements and verify that I meet the minimum requirements and can complete the essential functions of this position. In addition, I have a valid IL driver's license with a clean driving record and agree to have a criminal background check.

Applicant/Employee Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_

Applicant/Employee Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_