



Job Description

Job Title: Marketing Communications Director

Objective: Responsible for the development, implementation and management of the overall marketing communications program and brand for the Fox Cities with a goal of growing awareness for and increasing visitors to the destination.

Reports to: Executive Director

Classification: Exempt; Salaried; 1 FTE

Duties and Responsibilities:

Marketing

- Develop and implement an annual Destination Marketing Plan for the CVB. Responsible for implementing all strategies and achieving all annual goals set forth in the plan as they relate to the CVB Marketing Department.
- Oversee web site creation, content, maintenance and research of web trends and statistics. Monitor and research other tourism industry web sites.
- Oversee production of all collateral from concept to completion including compiling partner information, writing/proofing editorial, RFQ process, approval of copy and images and printing.
- Oversee production of the CVB's annual Destination Guide.
- Evaluate success of advertising programs through the development, implementation and/or purchase of visitor surveys and conversion studies. Monitor market research studies to acquire target market information and industry trends.
- Work with other CVB personnel to determine their marketing needs, suggesting or proposing appropriate uses of marketing resources.
- Select and manage third party service vendors, including advertising agencies, designers, photographers, web technology vendors, etc. Regularly review the effectiveness and value of these relationships.
- Directly responsible for meeting annual budget projections of the Marketing Department including revenue and expenditures. Recommend the allocation of funding dollars annually for marketing projects. Monitor adherence to budget guidelines and notify Executive Director of variances in a timely fashion.
- Submit regular reports to the Executive Director regarding department activities such as public relations/media activity, web site activity and advertising.

Branding

- Responsible for brand management, including research, development and ensuring all communications are consistent with the CVB brand. Guide staff on appropriate use of the brand.

Communications/Public Relations

- Direct communications programs targeted at the CVB's various audiences (consumers, general public, media, industry professionals, civic and community organizations).
- Develop and implement public relations campaigns by releasing news releases; coordinating site visits for travel writers; creating promotional packages; providing regional images for various publications; making presentations highlighting tourism as requested, and facilitating media interviews as needed. Provide regional public/media relations assistance to state and national media and the Department of Tourism.
- Along with the Executive Director, serve as liaison with the media. This responsibility requires the coordination of all external communications to inform the local and national news and travel media of local activities and developments, and to ensure that inaccuracies, errors or misunderstandings are prevented.
- Write and edit all communications projects including, but not limited to: newsletters, news and feature releases, publications, scripts, exhibits, and speeches.
- Maintain product knowledge of city and county hotels/motels, area attractions, airlines, climate and recreational activities in order to serve as a resource to travel writers and other clients and partners.
- Maintain external communications with hotel/motels/attractions/restaurants in order to coordinate promotions and public relations activity. Continually educate partners on CVB policies and procedures.

General/Administrative/Supervisory

- Direct/delegate activities of subordinate personnel. Meet regularly with department staff regarding day-to-day activities and formulation of long-term goals. Plan, schedule and assign/delegate work to subordinates.
- Communicate new trends of business, marketing or merchandising concepts or product changes to department personnel.
- Attend local, state and national leisure tourism meetings to further communication and partnerships within the industry.
- Maintain knowledge of current trends and developments in the field and industry by reading appropriate books, journals and other literature and attending related conferences and seminars. Encourage positive change in the organization based on new knowledge.
- Maintain memberships in industry organizations as appropriate.
- Perform other related CVB activities as assigned.
- Serve as staff to Marketing Committee.
- Participate in special bid presentations, promotional projects and events as appropriate, i.e., annual Tourism Breakfast, National Tourism Week, etc.

Qualifications

- Bachelor's degree in Public Relations, Advertising, Marketing or related field.
- 3+ years professional experience preferred.
- Excellent writing skills.
- Familiarity with current marketing technology including: Microsoft Office, Adobe Creative Suite and social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.).
- Knowledge of the Fox Cities.
- Availability to work as needed, evenings and weekends included.

The Fox Cities Convention & Visitors Bureau strengthens the local economy by investing in and promoting our community.