

Marketing Project Manager

Convention and Visitors Bureau

JOB TITLE: Marketing Project Manager

REPORTS TO: Vice President of Marketing & PR

DEPARTMENT: Convention and Visitors Bureau

PAY STATUS: Exempt

PRIMARY FUNCTION/JOB SUMMARY

This position is responsible for assisting in the development and execution of destination marketing strategies and, more specifically, implementing and overseeing key projects and initiatives for the Convention & Visitors Bureau. In this role, the Marketing Manager will facilitate execution of assigned special projects and marketing efforts and work directly with task forces, partners and teams as assigned/needed.

JOB RESPONSIBILITIES:

- Lead and manage the implementation, details and logistics for various marketing initiatives, projects and promotions from inception through production, launch and assessment.
- Work with the full marketing team to develop marketing strategies, campaigns, and collateral to generate awareness and drive overnight room bookings.
- Assist in the development of an annual marketing plan.
- Develop and maintain positive, productive relationships with industry partners and serve as the liaison for the roll out, implementation and maintenance of key marketing programs.
- Ensure strategic integration of the ExploreAsheville.com booking engine across all channels of advertising, promotion, communication and social efforts and evaluates and develops new opportunities that drive online bookings. Supervises contract compliance, coordinates participation and monitors performance
- Review, edit and serve as copywriter as needed on key marketing messaging including added value advertising, specific marketing projects, collateral and advertorial opportunities.
- Coordinate production, design and editing of collateral materials as needed.
- Create KPIs/benchmarks and metrics to measure success of specific marketing initiatives.
- Provides guidance and graphic design on visual elements of brand and assures quality control of visual identity and logos.
- Manages project deadlines, budgets and team coordination
- Acts as traffic manager on agency deliverables,

Additional Responsibilities:

- Prepare required reports, presentations, analysis and budgets as needed.
- Be knowledgeable and adept of the CRM database used by the CVB.

- Become educated on Google Analytics and pull reports as needed.

QUALIFICATIONS (EDUCATION & EXPERIENCE):

1. 4-year college degree is required; a BS in Marketing. Journalism or Business Administration is preferred.
2. At least four years of demonstrated experience in marketing and/or project management that involves multiple layers and constituencies.
3. Excellent interpersonal, written/verbal communication, organization, planning, and budget management skills.
4. Excellent negotiation skills and strong analytical skills, with ability to gather and synthesize information/input from multiple sources into focused business direction.
5. Basic understanding of marketing research principles, methodologies and applications.
6. Advanced proficiency with Microsoft Office Suite including Word, Excel, and PowerPoint.
7. Experience in graphics programs such as Illustrator, InDesign, Pagemaker, PhotoShop, etc.
8. Ability to adapt to change easily and initiate action in a dynamic, fast-paced professional environment.
9. Ability to represent the organization in a professional and positive manner.
10. Ability to work independently, as well as within a team, quickly and nimbly and under pressure,.

COMPLEXITY OF DUTIES:

Performs some routine tasks, however, most of the work is project driven. Must be able to prioritize, juggle multiple projects and meet deadlines. Computer skills and utilization of technology is required. A baseline understanding of analytics and market research is helpful.

SUPERVISION RECEIVED:

Works under the direction of the Vice President of Marketing of the CVB. Many duties will be performed with limited supervision and oversight from supervisor.

RESPONSIBILITY FOR ACCURACY:

Accuracy is highly critical with all aspects of work performed by the marketing department. Attention to detail is imperative. The expectation is for this position to be able to self-proof for accuracy, clarity and quality.

CONTACT WITH OTHERS:

The person in this position is expected to be a strong collaborator within the CVB marketing team and other departments within the organization. Ongoing contact with industry partners and the community requires professionalism, quick-thinking, diplomacy, and a responsive and positive attitude. Additional external contacts includes interfacing with the BCTDA advertising agency of record and other vendors as needed.

CONFIDENTIAL DATA:

Has access to marketing and sales information, database files, financial statements, and other BCTDA, CVB and Chamber-related information, all of which is considered confidential.

MENTAL/PHYSICAL/VISUAL EFFORT:

The degree of concentration ranges from slight to intense based on the work being performed. Position is subject to frequent interruptions which require varied responses. While performing duties of this job, employee is routinely required to be mobile, sit, reach with hands and arms, talk and hear. Requires visual acuity, manual dexterity and good eye/hand/foot coordination. This position will also require frequent travel within the community and occasional travel outside the region.

ENVIRONMENT:

Works in a normal office environment. Position requires transportation in order to occasionally travel to offices/properties of industry partners.