

Explore ASHEVILLE

JOB TITLE:	Director of Advertising
REPORTS TO:	Deputy Director/Vice President of Marketing
SUPERVISES:	Does not directly supervise staff, but provides leadership and project management.
DEPARTMENT:	Marketing
FLSA STATUS:	Exempt

PRIMARY FUNCTION: This position is responsible for working directly with the advertising agency or agencies-of-record to direct and implement advertising strategies and tactics within a variety of channels, including but not limited to, broadcast TV, streaming video, print, out-of-home, radio, and various digital efforts. This role is also responsible for development and production of marketing collateral, including the annual Asheville Visitors Guide.

JOB DESCRIPTION:

- Works directly with outside agencies, including the agency-of-record to provide strategic insight and direction and assist in the implementation of an expansive multi-channel advertising plan.
- Acts as traffic manager on agency deliverables.
- Ensures consistent messaging across marketing channels.
- Leads and manages the implementation, details and logistics for various marketing initiatives, projects and promotions from inception through production, launch and assessment.
- Develop associated landing pages for specific marketing campaigns.
- Review, edit and serve as copywriter as needed on key marketing messaging including added value advertising, specific marketing projects, collateral and advertorial opportunities. Work with the full marketing team to develop marketing strategies, campaigns, and collateral to generate awareness and drive overnight room bookings.
- Assists in the development of an annual marketing plan.
- Develops and maintains positive, productive relationships with industry partners and serves as the liaison for the roll out, implementation and maintenance of key marketing programs.
- Ensures 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
- Assists in creation of KPIs/benchmarks and metrics to measure success of specific marketing initiatives.
- Provides guidance on graphic design and visual elements of brand and assures quality control of visual identity and logos.
- Prepare required reports, presentations, analysis and budgets as needed.
- Be knowledgeable and adept of the CRM database used by Explore Asheville.
- Become educated on Google Analytics and pull reports as needed.
- Manages project deadlines, budgets and team coordination.
- Completes other duties as assigned.

EDUCATION & EXPERIENCE:

Completion of a bachelor's degree in Marketing/Communications, Journalism, or Business is preferred.

Eight or more years of demonstrated work experience in marketing, and specific experience with large scale, multi-channel media plans required.

JOB KNOWLEDGE/SKILLS/ABILITIES:

Understanding of marketing research principles, methodologies and applications.

Exceptional communication skills, both verbal and especially written, with demonstrated copywriting and editing expertise. Excellent interpersonal, written/verbal communication, organization, planning, and budget management skills. Excellent negotiation skills and strong analytical skills, with ability to gather and synthesize information/input from multiple sources into a focused business direction. Ability to represent the organization in a professional and positive manner. Ability to work independently, as well as within a team, quickly and nimbly and under pressure.

Advanced proficiency with Microsoft Office Suite including Word, Excel, and PowerPoint. Experience in graphics programs such as Illustrator, InDesign, Pagemaker, PhotoShop, etc.

Ability to adapt to change easily and initiate action in a dynamic, fast-paced professional environment.

CONTACT WITH OTHERS:

The person in this position is expected to be a strong collaborator within the Explore Asheville 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 include interfacing with the Explore Asheville advertising agency of record and other vendors as needed.

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.

CONFIDENTIAL DATA:

Has access to marketing and sales information, database files, financial statements, and other BCTDA and Explore Asheville-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 customary and professional office environment with minimal daily business travel and exposure to traffic. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

