

**LITTLE ROCK CONVENTION & VISITORS BUREAU
JOB DESCRIPTION**

JOB TITLE:	Vice President of Marketing & Community Engagement	PAY GRADE:	E81
DIVISION:	Marketing & Community Engagement	FLSA STATUS:	Exempt
SAFETY SENSITIVE:	Yes	ESSENTIAL PERSONNEL:	No
REPORTS TO:	President & Chief Executive Officer (CEO)	EEO CATEGORY:	Executive/Senior Level Officials & Managers

This is a Safety-Sensitive Job for Purposes of the Arkansas Medical Marijuana Amendment.

This position is not considered Essential Personnel under the LRCVB Inclement Weather policy.

This job description should not be interpreted as all-inclusive. It is intended to identify the essential functions and minimum qualifications of this job. The incumbent(s) may be required to perform job-related responsibilities and tasks other than those stated in this job description. Nothing in this job description restricts management's right to assign or reassign job-related responsibilities and tasks to this job at any time. Certain functions are understood to be essential; these include, but are not limited to, attendance, getting along with others, working a full shift, and dealing with and working under stress. Any essential function of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant only to the extent medically and reasonably feasible.

JOB OBJECTIVE: To plan and direct all activities and operations of the Marketing and Community Engagement Division of the Little Rock Convention & Visitors Bureau (LRCVB) to proactively position the City of Little Rock as must-experience destination.

ESSENTIAL JOB DUTIES:

1. Plans and directs all activities and operations of the Marketing and Community Engagement Division; provides leadership, direction and oversight on strategic communications planning, marketing, public relations, issues management and social media.
2. Develops and implements integrated strategic short and long range marketing and communication plans to include internal and external campaigns to identify opportunities to market the LRCVB brand identity and increase overall awareness of the Little Rock area across multiple audiences locally, domestically and internationally.
3. Develops and directs a comprehensive marketing strategy for the LRCVB utilizing emerging technology, trends and applications to ensure consistent application of market segments and brand integrity throughout the organization.
4. Plans and directs the LRCVB's content and online initiatives to include search engine optimization (SEO), key words, websites, e-communications, collateral, social media components, photography and video to support the overall strategic goals of LRCVB; develops strategies for positioning the LRCVB and its services online through digital marketing, and social media outreach.

5. Develops, implements and evaluates measurable key analytics, metrics, goals, policies, and action plans which support LRCVB's mission, philosophy and strategic plan.
6. Conducts studies, surveys and other research to stay abreast of current trends, regulations, best practices, tools, techniques, performance standards and changes within the marketing, hospitality and tourism industry; makes recommendations to the President/CEO relative to marketing and communications changes and implements upon approval.
7. Develops, maintains and analyzes marketing partnerships, vendors and suppliers that support the LRCVB strategic objectives to advance a unified and collaborative brand strategy; leverage all assets of the Little Rock area and work collaboratively with other hospitality and tourism organizations as appropriate.
8. Develops and manages special projects relative to the Marketing and Community Engagement Division; oversees budgets and schedules, identifies and resolves production issues, selects and negotiates with vendors to ensure projects are completed within budget constraints and in compliance with applicable contracts.
9. Oversees the publicity and communications efforts of the LRCVB, including media relations, social media, travel writers, editorial and special publicity campaigns.
10. Oversees the creative design, purchasing, placement and distribution of marketing collateral at all LRCVB Visitor Information Centers.
11. Provides assistance to the President/CEO in development of LRCVB's strategic business plan, annual report and strategies to promote Little Rock as a must-experience destination.
12. Oversees and participates in the development and administration of the Marketing & Community Engagement Division budget; directs the forecast of additional funds needed to ensure adequate staffing levels, funding for projects, equipment, materials, and supplies; monitors and approves major departmental expenditures, purchases, and account transfers; directs the preparation and implementation of budget adjustments as necessary; ensures compliance with adopted budget by reviewing reports of expenditures and reallocation of resources.
13. Receives, investigates, and resolves administrative and operational problems; recommends and implements course of action to improve the efficiency and effectiveness of Departmental operations.
14. Assigns, prioritizes, and monitors the work activities of assigned staff.
15. At the direction of the President/ CEO, reports to the Advertising & Promotion Commission on behalf of the Marketing and Community Engagement Department.
16. Implements the goals, objectives, and directives and oversees special projects and bureau sponsored activities as assigned by the President / Chief Executive Officer (CEO).
17. Attends meetings and participates in Executive Level Management problem solving and decision-making processes.
18. Interacts with other LRCVB employees and departments in a courteous, cooperative, and professional manner.

19. Operates a personal computer utilizing database, internet, e-mail and various other software packages in the performance of essential functions.
20. Operates an automobile in the performance of essential job functions.

SECONDARY DUTIES AND RESPONSIBILITIES:

1. Performs other related duties as required.

SUPERVISORY RESPONSIBILITIES: Director of Marketing, Director of Communications, Community Engagement & Workforce Development Specialist, Tourism Manager and Executive Assistant.

MINIMUM QUALIFICATIONS:

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of the principles and practices of marketing and communications.

Knowledge of a cross-section of business disciplines, including sales, marketing, hospitality industry operations, financial and accounting systems, e-commerce and business communications.

Knowledge of wide-range media, both traditional and digital.

Knowledge of standard office practices and procedures.

Knowledge of hard copy and computer filing and record-keeping systems.

Knowledge of market research methods and techniques.

Knowledge of budget processes.

Knowledge of computer fundamentals and business software, including database, Internet, spreadsheet and word processing software.

Skill in the operation of a computer, utilizing database, spreadsheet and word processing software.

Skill in the operation of an automatic transmission automobile.

Ability to work in a constant state of alertness and in a safe manner.

Ability to proactively plan, manage and prioritize activities and goals, and work in collaboration with other departments and external stakeholders

Ability to communicate and work well with others in a professional office environment.

Ability to handle multiple priorities.

Ability to develop, monitor, and implement policies and procedures.

Ability to learn and operate specialized industry software.

Ability to foster and develop relationships with industry leaders and develop information channels for visitors and residents about current and upcoming local events and activities.

Ability to design and analyze communication platforms, marketing products, and events.

Ability to conduct market research and analyze and interpret research findings.

Ability to compile data and prepare narrative and statistical correspondence, reports, and presentations.

Ability to maintain hard copy and computer files and records.

Ability to perform mathematical calculations.

Ability to plan, direct, and assign the work activities of assigned staff.

Ability to understand and process information and ideas and present information to internal and external stakeholders in a clear and concise fashion.

Ability to communicate effectively, both orally, with individuals and groups, and in writing.

These knowledge, skills, and abilities are acquired through the completion of Bachelor's Degree in Advertising, Business Administration, Public Administration, Marketing, Management, Journalism, Hospitality Management or a related field and eight (8) years of experience working in the tourism/hospitality or marketing/communication industry to include five (5) years of demonstrated budget experience in an executive and/or senior leadership role and demonstrated experience fostering and developing relationships with industry leaders; and four (4) years of experience supervising professional or managerial-level staff. Equivalent combinations of education and experience will be considered.

ADDITIONAL REQUIREMENTS:

Must possess a valid Arkansas Class D (Non-Commercial Vehicle) Driver's License before employment and maintain licensure for the duration of employment in this position. Must show proof of valid automobile insurance before being approved to drive any LRCVB vehicle.

Must have access to a properly licensed and insured, reliable automobile for reimbursable assigned business travel.

Must obtain a personal credit card for fully reimbursable business expenses.

Must be available to travel, both in state and out of state, work evenings, holidays, and weekends as required.

This position may require one or more of the following pre-employment screenings: drug and alcohol screening, or background investigation.

DISCLAIMER:

This document does not create an employment contract, implied or otherwise.

PHYSICAL REQUIREMENTS:

The physical activities marked below are representative of those that will be required on a regular basis to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

	YES	NO
work involves lifting, pushing, pulling or carrying 40 pounds or more		✓
work involves the operation of earth-moving equipment or commercial motor vehicles		✓
work involves the operation of non-commercial motor vehicles	✓	
work involves the operation of tools such as axes, shovels, sling blades		✓
work involves the operation of motorized equipment such as chain saws, power saws, jackhammers, lawn mowers, tractors		✓
work involves climbing, stooping, bending, twisting, or reaching out in unusual positions		✓
work involves sitting for long periods of time	✓	
work involves standing, walking or running over a long period of time		✓
works above ground or floor level, such as on stools or ladders		✓
works in a relatively high average degree of temperature over a long period of time		✓
work involves considerable physical exertion of the whole body over a long period of time		✓
work requires near vision (20 inches or less)	✓	
work requires distance vision (20 feet or more)	✓	
work involves detection of color differences	✓	
work involves determination of the correct location of a sound, such as footsteps	✓	
work involves hearing and understanding conversation or sounds	✓	