

Valdosta-Lowndes Co. Conference Center & Tourism Authority

Marketing Manager

Job Description

Summary:

The Valdosta-Lowndes Co. Conference Center & Tourism Authority generates a favorable public image for VLCCCTA and the destination by producing ad campaigns, press releases and creating public relations campaigns focused on the leisure and group sales markets and other areas within VLCCCTA boundaries and mission. Marketing the destination is the core responsibility of this position, requiring the manager to study trends and project future ones that might affect VLCCCTA. The position, at times, requires long hours and dedication to meet the VLCCCTA mission.

- Responsible for marketing and public relations for VLCCCTA and the area, including assisting members of the media, travel writers and film crews, photography and B-roll, writing press releases, story ideas, attending media shows and events and generating reports on results, all of which are designed to promote the area and the region as a choice destination.
- Responsible for marketing initiatives, including attendance at regional, national and international trade shows, sales missions, marketing meetings, area events and print and online programs.
- Responsible for generating ideas, images and copy for the destination travel guide, as well as event planner guides or other guides that might help achieve VLCCCTA goals.

Responsibilities:

- Develops a comprehensive marketing plan, including budgets, individual campaigns and goals.
- Ensures that all marketing communications are integrated and strategic, support VLCCCTA's marketing objectives, reflect brand position and platform, adhere to brand standards and are effective expenditures of resources.
- Develops objectives and research-based strategies for marketing the area as a convention and event destination to state and regional meeting and event planners.
- Develops promotional campaigns, advertising and other special projects designed to generate leisure travel and overnight stays in the area.
- Provides marketing insight and direction to staff.
- Plans, conceptualizes, executes and measures development of original content in support of VLCCCTA's content strategy.
- Cultivates collaborative relationships in marketing and advertising with industry partners.
- Supports the development of VLCCCTA stakeholders with free consultations.
- Directs development, continued innovation and content maintenance of VLCCCTA's Web site.
- Ensures that the organization maintains accurate statistics and data on ROI of marketing programs and efforts.
- Analyzes consumer data, competitive set and industry research to develop target market profiles and identifies opportunities to engage specific markets and potential obstacles.
- Provides in-house design work for marketing materials, including advertisements, programs, posters, invitations and online pieces.
- Plans and designs collateral materials, logo'd merchandise, tradeshow signage, promo video/slideshows, e-newsletters and PowerPoint presentations.

- Reviews peer organization marketing materials, opportunities and partnership benefits. Identifies opportunities for VLCCCTA.
- Manages and directs relationships with Web, e-newsletter, app, digital advertising and online booking vendors.
- Analyzes needs to develop and enhance Web and new media programs.
- Oversees creation and execution of VLCCCTA events, including travel writer tours and Instameets.
- Participates in professional societies and activities related to the destination marketing profession. Participates and attends VLCCCTA and industry meetings, functions, etc.
- Generates monthly statistical reports.
- Manages VLCCCTA's comprehensive network of social media platforms.
- Develops ability to apply for state and other grants and reporting requirements.
- Performs all tasks required to meet the evolving needs of the bureau and to assist the President & CEO to meet the mission of the organization.

Skills and abilities:

- Proficient in ability to analyze and interpret market research.
- Proficient in copywriting, copy editing and proofreading skills.
- Proficiency with Microsoft Office suite, Adobe Creative Suite, Facebook, YouTube, Instagram, Twitter, Pinterest and other social media platforms.
- Familiar with digital news release software, video editing software and live streaming software.
- Exceptional communication skills.
- Ability to organize, plan and prioritize workload involving multiple projects at one time.
- Ability to lead, develop and streamline processes required to manage multiple projects and tasks.
- Strategic, critical thinking and problem-solving skills.
- Ability to work independently and as part of a team.

Qualifications:

- Bachelor's degree or equivalent experience.
- Prior marketing experience (minimum 3 years).
- In-depth knowledge of marketing foundations and principles.
- Proven, recent experience in marketing leadership positions.
- Broad functional experience in areas of marketing, communications, design, public relations, market development, market research, planning, analysis and promotions/advertising.
- Experience in developing compelling written, oral and visual media presentation materials.
- Experience and knowledge of Web site development, design and management is a plus.

Physical requirements:

- 70% of working day is spent sitting.
- Must be able to walk the entire length of any property for site inspections.
- Ability to read a computer screen from 1-3 feet.
- Must present self in a mature, professional manner always.
- Must be able to travel as required.
- Must be able to erect and disassemble convention booths, tables and materials.
- Occasional walking, reaching, bending and lifting or carrying objects under 55 pounds.