



POSITION: Director of Marketing and Communications
REPORTS TO: President & CEO; Vice President
DIRECT REPORTS: Sports Marketing Manager, Marketing Manager

POSITION SUMMARY:

The Director of Marketing and Communications is primarily responsible for the planning and implementation of effective marketing and communication aimed at the media (electronic / print / web-based / social), to support and promote the destination goals.

Success in this position requires effective professional relationships with business partners, stakeholders, other operating departments, and marketing department staff members in the creation of internal/external communication, marketing and advertising plans and materials. The Director of Marketing & Communications acts as the key liaison with public relations partner(s) to ensure appropriate communication flow and the successful completion of the company's mission.

Plan and execute marketing campaigns to strengthen Experience Bryan College Station's image and visibility as a premier destination for sports events, meetings, conventions and tourism events. Create and implement local awareness campaigns to promote the importance of tourism and Experience Bryan College Station with local stakeholders, partners, and residents. Work with the President and Vice President in the development of a goal oriented marketing plan and the division of budget.

MAJOR JOB RESPONSIBILITIES:

Planning & Execution:

- Oversee the planning, direction and coaching of the Marketing Department and its staff.
- Develop and coordinate key organizational marketing and branding communication to ensure consistent and effective messages and visual impressions for the community and various locations.
- Plan, write and create various marketing campaigns, which align with the annual Marketing and Strategic plans.
- Manage the execution of the annual media plan to include purchase and negotiation of advertising placements.

- Manage the Marketing, Communications and Sales team's efforts to become a highly effective team.
- Manage the execution and creation of marketing and promotional materials including electronic newsletters, online landing pages and banner ads, press releases, presentations, website content, video & photography, brochures.
- Organize and manage media familiarization tours and travel writer visits to the destination.

Communications:

- Serve as principal author of external company communications that include Outlook, e-mail initiatives, collateral, social media, website functions, etc.
- Development and implementation of the 12 month Marketing and communications schedule supporting the company's marketing and revenue enhancement goals.
- Develop and oversee annual social media plan and editorial calendar.
- Manage the implementation of plan/calendar with the team through various platforms that include but not limited to, Facebook, Twitter, YouTube, and blogging to engage visitors.
- Generate stories about destination and the organization by proactively pitching stories to national, regional, trade and local media outlets.
- Provide and write editorial content for various media outlets as needed.
- Maintain, write and update content for websites to ensure both search engine visibility and favorable user experience.

Liaison

- Assists in promoting the goodwill, market position, and public image of company within the communities it operates.
- Respond to media requests in a prompt and timely manner.
- Serve as spokesperson for the company as directed.
- Act as a key contact to support and promote marketing initiatives. Work with affiliated organizations to assist with selected marketing initiatives.
- Attends internal and external meetings as required.
- Presents to the public in a professional manner.

Leadership and Development

- Develop and maintain a strong working knowledge and positive relationship with all operating departments in order to better promote and understand individual, team and company accomplishments.
- Develop and maintain a strong, working knowledge of all marketing trends, tools and technology that will enhance visibility and image in that medium.
- Participate in all sales and marketing meetings for the purpose of communicating the company's vision to partners.
- Participate fully in professional societies and activities related to hospitality, marketing, and communication industries. Regularly participate and attends industry meetings, functions, etc.
- Maintains knowledge of industry and related technology tools and resources.

- Perform additional duties as required.
- Contributes to the positive team efforts of the office and the company.
- Maintain confidentiality of sensitive and/or confidential information of employees, other individuals, the company, and partners.

Recordkeeping and Reporting

- Research and development of the annual Marketing and Communications plan and advertising budget.
- Maintain an accurate record of marketing and media exposures via clipping service and other sources.
- Compile and distribute monthly and other periodic reports of the company's activity to Management.
- Maintain and grow media and marketing databases.
- Set budget goals for sales and marketing department and hold them accountable for meeting/beating those goals
- Create and manage quarterly marketing report to measure online advertising/web effectiveness.
- Maintain orderly records of contact database (media/local/marketing).
- Manage departmental expenses to ensure budgetary compliance.

Personal and Professional Characteristics:

- Be able to clearly see the company's vision and develop/execute a plan to achieve that vision.
- Get satisfaction from building team excellence. Self-directed, insightful fully capable of functioning both independently and as part of a team. One who relishes in driving change in a growing and evolving organization
- Demonstrate personal flair and will inspire confidence internally and externally by nature of their presence and past experience and achievements.
- Exhibit true leadership and have strong cross functional and team building skills with an ability to manage effectively up, down and across the organization.
- Be upbeat, positive, high energy and committed to winning results. Flexible and open to ideas coming from all areas and levels of the organization. Confident and decisive. Possess drive, marketing experience and excellence.

BACKGROUND AND EXPERIENCE:

- Education – Bachelor's Degree in Marketing, Communications, Journalism, Public Relations or related field
- Previous experience in managing teams in marketing function
- Five – seven years of successful marketing/communications experience: experience in tourism, travel or related industries is a plus
- Strong written and verbal skills required. Must be able to speak/present to an audience.
- Ability to prioritize and manage multiple projects/ responsibilities simultaneously while meeting stringent deadlines.

- Ability to work independently as well as collaboratively with all internal employee levels and various vendors / clients.
- Knowledge of marketing tactics, including advertising methods, content marketing, digital marketing and technologies, publications, social media, e-newsletters.
- Knowledge of Microsoft Office Suite and Google Analytics.
- Some travel required.