

CATCH DES MOINES

POSITION OVERVIEW

CATCH DES MOINES
VICE PRESIDENT OF MARKETING

Des Moines, IA



ABOUT DES MOINES IOWA

LIVE

Greater Des Moines is more than a city. It's a way of life with welcoming suburban communities and world-class education throughout the region. It's also the fastest growing metro in the Midwest (according to the U.S. Census Bureau, 2016). The region is also among the lowest unemployment rates in the U.S., meaning jobs are abundant.

Living here means Saturdays at the nationally renowned Downtown Farmers' Market, afternoons strolling in the Pappajohn Sculpture Park, an abundance of sporting events and trails for walking, running and biking, opportunities to participate in community events and nationally ranked high quality of living. It means biking to the job you love, and coming home to a community of friends and family. Residents care about their community, making a difference for everyone who lives here. This is a place where culture flourishes and opportunities can grow, where a work/life balance can be achieved, where education is unmatched and award-winning arts and entertainment is always just around the corner. You will find that Des Moines is the place to be.

A city is more than asphalt streets and concrete buildings. It's a vibrant community made special by the people who inhabit it. Young and old, male and female, the citizens of Greater Des Moines share an invisible bond that runs deep through the heart of the region. Together they speak in one voice, "We are Greater Des Moines."

Volunteering is in the DNA of Greater Des Moines residents. The state of Iowa has a higher volunteer rate than all but nine other states at 31.3 percent, and there are about 87 nonprofits for every 10,000 residents in the state, which is the second largest share in the country.

Whether it's helping a neighbor in need or serving meals at a local shelter, there's no shortage of ways to give back to your community.



WORK

Ranked as the #2 Most Affordable Place to Live (U.S. News & World Report, 2016), the #2 Best City for Jobs (Forbes, 2015) and the #2 Top City to Land Work (NBC News, 2015), Greater Des Moines offers professionals a vibrant environment to propel their careers. Job opportunities and career resources are abundant in Des Moines, which makes fostering growth in your chosen field easy. Join the thousands of people who have discovered the secret: it's great to work in Des Moines!

Greater Des Moines offers a large number of networking events for current and prospective employees in the region to reach personal and professional goals with accessibility to CEOs and key leaders. These programs are designed to help you hone your skills and acquire the knowledge you need to excel. From interns to CEOs, boost your career through professional development and continuing education opportunities.



VISIT

Des Moines is a city where you can catch a Broadway show on a Friday night and spend a Saturday morning at the Downtown Farmers' Market. A place where you can experience locally-owned restaurants and live music venues. Spend your day shopping boutiques in the Historic East Village, Valley Junction and West Glen Town Center. Explore public art, endless trails and family-friendly attractions. Catch a city where affordability and easy meet fun and unique. Catch it all in Des Moines, Iowa.

2017 RANKINGS

- Expedia Names Des Moines 1 of 15 Under-the-Radar Cities You Need to Visit (September 20, Viewfinder.Expedia.com)
- Des Moines Named #1 Minor League Sports Market in the Nation (September 18, SportsBusinessDaily.com)
- Des Moines Named IFEA World Festival and Event City (September 14, IFEA.com)
- Thrillist names Des Moines Best Food City in Iowa (March, Thrillist.com)
- Reward Expert ranked Des Moines as one of the Best Mid-Sized Cities to Visit in 2017 (RewardExpert.com)
- Des Moines Arts Festival Named one of the Top Art Fairs in America (ArtsyShark.com)
- Des Moines Named One of The 6 Best New Beer Cities to Visit in 2017 (February 17, VinePair.com)
- Des Moines Named One of the Top Underappreciated American Cities You Should Totally Move To (February 17, Thrillist.com)
- Des Moines Ranked in the Top 10 Places to Live in the U.S. (February 12, SuccessfulMeetings.com)

Click [here](#) to learn more about Des Moines Iowa.

ABOUT CATCH DES MOINES

Mission Statement

The Greater Des Moines Convention & Visitors Bureau and the Des Moines Area Sports Commission market the region as a visitor destination increasing economic growth and enhancing the visitor experience.

The Catch Des Moines brand was built on the promise that Greater Des Moines is full of unexpected delights waiting to be discovered. The essence of the metro can't be boiled down to one feature, but the benefit of the overall experience. The emotional surprise that stems from finding fulfillment in the most surprising of places: Des Moines. Whether it's a family of four or a convention of 4,000, we're happy to have you here and it shows.

Located in the middle of the heartland—at the intersection of functional and aspirational.

- Catch Des Moines represents 15 communities
- Accredited Destination Marketing Association International member
- In 2016, Greater Des Moines saw 13.7 million visitors who generated \$482 million in spending
- Total budget is \$5.9 million
- 29 staff members
- 20 Catch Crew members (part-time service team)
- 20 volunteers operate our airport visitor's center
- Funded through 2/7th percentage hotel/motel tax from the communities we support. Additional revenue is generated through private sector sponsorships and marketing partnerships.
- 13,000+ hotel rooms in the metro by 2019
- In FY16 Catch Des Moines hosted 288 meetings, conventions and sporting events that generated \$72 million in economic impact, 1,132 full time jobs and supported 45,981 other jobs within our community.
- 2018 Major Events
 - AAU Junior Olympic Games
 - NAIA Wrestling National Championships
 - PGA Champions Tour – Principal Charity Classic
 - USA Track & Field Championships
 - World Pork Expo
 - BMW Motorcycle Owners of America
 - Farm Progress Show

Click [here](#) for more information on Things to Do, Hotels, Events, Restaurants and much more.

SUMMARY OF POSITION

The Vice President of Marketing is a member of the leadership team and reports to the President and CEO of the organization. He/she is responsible for the development of the Catch Des Moines marketing strategies, providing direction and oversight for the overall brand positioning, messaging and marketing tactics to fulfill our mission. The VP of Marketing is responsible for managing and maximizing ROI through strategic revenue generation opportunities to enable the organization to reinvest dollars to promote Greater Des Moines as an attractive visitor destination. The VP of Marketing will lead all aspects of marketing tactics, including media relations, PR efforts, advertising, integrated marketing, social media, digital and content strategy, partnerships and advocacy programs.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develops and implements annual marketing plan and budget which includes strategies for branding, advertising, eCommerce initiatives, website/mobile development, public relations, media relations, publications, social media, special events, partnership initiatives, and program design.
- Fosters and maintains relationships with local, regional and national media outlets and community partners to position Catch Des Moines as an attractive visitor destination.
- Directs staffing, training and planning for the Marketing Department.

BUDGET MANAGEMENT

- Keeps President informed through status reports. Authorizes expenditures, and tracks project costs to control expenses.

DEVELOPMENT/REVENUE GENERATION

- Oversees strategic direction for marketing partnership programs, including co-op advertising investments with key events/attractions, including asks.
- Responsible for generating development opportunities and overseeing implementation, including asks.

MARKETING

- Acts as the brand manager.
- Develops new and continues strong existing campaigns that market Greater Des Moines as a convention and visitor destination.
- Oversees coordination and deadlines for collateral creation and fulfillment (i.e. Planner's Guide and *Catch Des Moines Magazine*-visitors guide.)
- Responsible for monthly, quarterly and annual reports to key stakeholders, including Catch Des Moines board and local community leaders.

WEBSITE

- Oversees development and maintenance of organization's responsive website and mobile site.

ADVERTISING

- Analyzes research activities pertinent to planning and media placements. Manages advertising agency/agencies.
- Oversees/approves placements of advertisements for leisure, group and convention markets with assistance from Director of Marketing.
- Directs advertising campaign creative process by working with agency to develop concepts and supervising production.
- Monitors and analyzes advertising results to determine cost effectiveness of campaign.

PUBLIC RELATIONS

- Plans and implements organization's public relations policies and procedures, community relations, development, etc.
- Provides information to local, regional, and national media, particularly trade journals and consumer publications.
- Organizes press trips to Greater Des Moines for individual journalists and groups of travel writers.
- Follows the editorial calendars of consumer travel and trade magazines to promote Greater Des Moines story ideas and news releases.
- Maintains accurate media lists, both local and national.
- Ability to speak at public events on behalf of Catch Des Moines in lieu of President/CEO availability.

PUBLICATIONS

- Oversee production schedule for organization's guidebooks, brochures, newsletters, manuals and other printed materials.
- Oversees organization of materials, provides art direction and trouble shoots/solves production problems. Works with photography, design and printing suppliers as needed.
- Manages department's writing, photography and oversees design to produce publications in-house and through outside vendors.

SUPERVISORY RESPONSIBILITIES

Directly supervises employees in the Marketing Department. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

QUALIFICATIONS REQUIREMENTS

- Five plus years of tenured experience in Strategic Marketing Management, Project Management, Destination Marketing and/or Communications experience (industry experience a plus).
- Comprehensive experience with, and demonstrated success in, dynamic team leadership.
- Track record of innovation and success in tourism, digital marketing and content, creative, editorial, advertising, promotions and/or sales, ideally in a relevant industry segment.
- Experience in leveraging emerging trends/technology, crafting effective digital strategies and architecting an engaging user experience online and within social media platforms.
- Ability to create innovative strategies, partnerships and programs beyond existing models.
- Strong interpersonal skills, presence and ability to effectively build strong productive relationships both internally and externally.
- Excellent verbal and written communications skill, with emphasis on presentation and strategic planning skills.
- Proven ability to lead, engage and collaborate with individuals across various disciplines, cultures and backgrounds to achieve shared goals, in a team environment.

EDUCATION/EXPERIENCE

Bachelor's degree (B.A.) in Marketing, Business or Tourism, or equivalent professional industry experience.

CHARACTERISTICS

Outgoing

Team oriented

Polished / Presentable

Creative

Visionary

Consensus Builder

Leader

TOP PRIORITIES

Assess and evaluate the destination's marketing platform and current marketing campaigns.

Begin to develop strong and meaningful relationships with all stakeholders/constituents and maintain effective on-going communication. Constituents include but are not limited to customers, staff, board, industry leaders, other partners and vendors.

If this could be a great opportunity to extend your professional reach, please respond through the [SearchWide](#) website or email your resume to the following SearchWide Executive:



Kellie Henderson, Vice President | SearchWide

www.searchwide.com | henderson@searchwide.com

703-912-7247 (direct) | 703-463-7042 (mobile)

About SearchWide

SearchWide is a full service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.

