

Job Title	Marketing Specialist – Niche Markets	
Job Category	Marketing Department	
Reports To	Director of Marketing	
Summary	Responsible for developing and implementing marketing, advertising and PR campaigns to promote Fort Wayne as a destination for conventions, adaptive sports, genealogy, and other niche markets.	
Relationship	Assigned from the Marketing Department to work with the Group Sales Department	
Primary Duties & Assignments	<p><u>Group Sales</u></p> <ul style="list-style-type: none"> • Develop and implement marketing strategies to position our destination for group business • Develop and pitch story ideas for meetings and sports markets (to writers and bloggers) • Populate print and digital products with content to assist event planners as they learn about our destination. Assist sales staff in the production of sales and marketing materials. • Manage our online features such as requests for proposals, video tours, and micro sites. • Place advertising in appropriate publications related to meetings, conventions and sports • Assist with marketing needs during the bid process, and after booked groups are in our city (includes pre-promotion communication via websites, emails, mailings, etc) • Assist with marketing and promotion to Bus Tours and Motorcoach business <p><u>Adaptive Sports Marketing</u></p> <ul style="list-style-type: none"> • Develop and implement marketing strategies to position our destination for adaptive sports, using many of the same methods as above for Group Sales Marketing • Work with sales team to promote Fort Wayne at trade shows <p><u>Genealogy – Niche Markets</u></p> <ul style="list-style-type: none"> • Develop and implement a campaign promoting The Genealogy Center to leisure and group visitors • Populate print and digital marketing materials • Develop and manage advertising campaign • Work with writers and publications to produce coverage of The Genealogy Center • Attend genealogy trade shows to promote Fort Wayne 	
Ideal Candidate will Possess the Following:	<ul style="list-style-type: none"> • Knowledge of marketing, advertising and public relations methods • Excellent communication skills both written and oral • Works independently to accomplish goals in a timely manner • Ability to prepare and present sales presentations using technology and personal skills • Resourceful, well organized, dependable and detail oriented • Ability to manage multiple tasks and has good time management skills • Good computer skills and ability to use Office Suites software proficiently • Maintain professional appearance and demeanor at all times • Good interpersonal skills to work effectively as a team member and with industry partners 	
Requirements	<ul style="list-style-type: none"> • Bachelor's degree from an academic institution • Education and experience in marketing • Must be able to travel as the job demands (a few trade shows annually) • Excellent in computer skills, especially web-based software and applications • Ability to sit at a desk to use computer, telephone and sitting for extended periods of time • Requires occasional lifting of boxed items of 25 pounds or less • Occasional travel in personal automobile for business 	
Benefits	<ul style="list-style-type: none"> • Employee Medical Insurance • Dental Insurance • Short and Long Term Disability 	<ul style="list-style-type: none"> • Life & Accidental Death and Dismemberment • Paid Parking • Paid Professional Development
Hours	Monday -Friday 8 am – 5 pm	
Salary	Competitive wage commensurate with qualifications and experience – program management position	

Send applications to : Kristen Guthrie, Director of Marketing at Visit Fort Wayne
 Kristen@visitfortwayne.com