



JOB DESCRIPTION

Job Title:	Marketing Manager
Division:	Marketing
Reports to:	VP, Marketing & Business Development
Classification:	Full Time, Exempt
Approved By:	CEO

Background

Doing business as Visit Oakland, the Oakland Convention & Visitors Bureau is the official destination marketing organization for Oakland, CA. We are passionate about Oakland and believe in our mission -- Oakland is a World-Class Travel Destination. Visit Oakland serves as the umbrella organization for all visitor-related travel to Oakland.

Founded in 1999 to market Oakland as a travel and meeting destination, build awareness and stimulate hotel occupancy, Visit Oakland continues with that mission today, aggressively marketing and selling Oakland to attract visitors.

The OCVB is a private, not-for-profit, 501c6 organization, with a 21-member board of directors. Visit Oakland is funded by a dedicated hotel tax - Measure C, which passed in 2009.

The Position

Focus on communications, digital media, promotions and online design.

You are a strong writer that can adapt to any brand voice and want to help us tell Oakland's story to the world. You have superb communications skills, a can spit out taglines in your sleep, have a great eye for design and are the ultimate team player. You can adapt easily to change and thrive on creating collaborative and productive relationships with partners, customers, and internal team members. This is a new position and a great opportunity for someone who is extremely organized and likes to work in a fast paced environment. This position reports directly to the VP, Marketing & Business Development

Essential Duties and Responsibilities

- **Website:** Create and curate fresh, compelling content, blogs, articles to improve SEO. Serve as the primary website administrator. Work in collaboration with website developers to manage SEM, SEO programs.
- **Research & Reporting:** Review & report on analytics for website and digital advertising.
- **Email Marketing:** Create content and design layout for monthly e-marketing for target audiences.
- **Advertising:** Copywriting for print and digital advertising, work with Creative Service Specialist on ad production and meet all deadlines. Manage all social media advertising, including Facebook, Youtube and Instagram.
- **Contests & Sweepstakes:** Manage all online contests and sweepstakes. Work with Destination Development & PR team to obtain in-kind prizes for distribution.
- **Collateral Development:** Develop content for fact sheets, handouts, etc. for conferences, events, stakeholders

- **Oakland Restaurant Week Marketing:** Assist the VP, Marketing in development of marketing plan for ORW
- **Visitor Guide:** Assist VP, Marketing on the production of the annual Visitor Guide
- **Programs:** Assist VP, Marketing in the creation of seasonal marketing programs
- **Brand Management:** Assist VP, Marketing in brand management
- **Co-op Marketing:** Assist VP, Marketing on the execution of co-op marketing programs.
- **Board Reports:** Work collaboratively to capture measure marketing accomplishments for board meetings.
- **Vendor Management:** Manage external vendors such as advertising agencies, web developers, CRM, etc.
- **Content Creation:** Assist VP Marketing with development of content for Annual Report, Annual Meeting, create presentations as needed etc.
- **Consumer Shows & Festivals:** As needed, manage street teams out of market and at community festivals in Visit Oakland's Mobile Visitor Center.

Requirements

- 3-5 years of experience in a marketing role and a Bachelor Degree in Communications, Marketing or Design.
- First-hand knowledge of online communications required. Excellent copywriting, editing and proofing skills.
- Fully versed in SEO best practices and analysis of web and social media channels. A deep knowledge of primary social platforms (ie. Facebook, Twitter, Instagram, YouTube, LinkedIn, etc) and new and emerging technologies and their benefits.
- Strong technical skills including knowledge of Microsoft Office, Adobe Photoshop and InDesign, HTML or CSS experience and CRM knowledge a plus.
- Knowledge of key elements of page layout and design. Includes ability to work with suppliers to produce appealing, high-impact communication materials. Knowledge of digital advertising production is a plus.
- Can work effectively and comfortably with external and internal stakeholders.
- Energetic self-starter with good interpersonal and collaborative teamwork skills. Has a positive attitude and is self-directed, able to see and understand the big pictures while remaining focused on execution of day-to-day details.
- Proven ability to manage and prioritize multiple tasks and projects in a fast-paced, deadline-driven environment.
- Extensive knowledge of Oakland, California.
- The ideal candidate will be interested in career advancement in the destination marketing industry.
- Available on weekends and evenings as needed.
- Valid driver's license required with clean DMV record.

Compensation

Salary Range: competitive

Benefits: Medical, dental, life and retirement benefits

Relocation Package: Not available

How to Apply:

To apply, please write a 300 word description of Oakland, touting the destinations' key assets and attractions for visitors. Send the writing sample, cover letter & resume to natalie@visitoakland.org and write Marketing Manager Position in the subject line. No phone calls or walk-ins.