

Director of Marketing

Position Summary: This position will manage the production of marketing campaigns and collateral for the organization including but not limited to internet, publications, presentations, creative development and advertising while maintaining the Meet XYZ brand and message throughout. This position will be responsible for working closely with the sales team, gathering all pertinent project details, writing creative briefs and coordinating project completion.

Position Responsibilities:

- Manage the marketing campaigns for the leisure travel, partnership sales, convention sales and services departments.
- Manage graphic and web designers and copywriters
- Oversee the design of company creative and marketing materials including publications, advertising, brochures, direct mail, collateral, presentations and promotions.
- Direct and supervise all in-house company print and production projects from bid through production.
- Develop materials and programs for sales presentations and/or promotion and annual meeting.
- Set up and maintain internal schedules for completion of projects.
- Budget, plan, schedule and complete publications projects as necessary.
- Maintain monthly updates of projects and budget projections vs. actuals.
- Work with external vendors for design and production of all programs.
- Coordinate with member designers, photographers, paper suppliers and printers to liaison with various departments to ensure all creative and collateral contain updated and complete information and are up to organization standards.
- Assist in development and direct an annual public relations campaign to promote XYZ as a destination for the various audiences we sell to.
- Assist with other communications projects determined by the Vice President of Destination & Branding

Physical demands:

While performing the duties of this job, the employee will be required to:

- Walk, sit, bend and squat
- Talk and hear
- Grab, pull or bend items
- Lift and/or carry up to 10 lbs.
- View items at a close and distant range
- Sit for extended periods of time
- Use computers for extended periods of time

Note: Job Descriptions are not exhaustive lists of all skills, responsibilities, or efforts associated with a job. They reflect principal job elements essential for performing the job and evaluating performance. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

This document does not create an employment contract, implied or otherwise, other than as "at will" relationship.

Job Requirements

Education, training, experience:

SKILLS/ATTRIBUTES REQUIRED

- Self-motivated with strong organizational, multi-tasking, project and deadline orientated
- Excellent budget management experiences
- Strong knowledge and the ability to manage a graphic and web designers and copywriters.
- Knowledge of web, print and production development and ability to negotiate Website management knowledge
- Experience working with an advertising agency
- Advertising planning and placement experience
- Ability to work in a fast-paced, driven team environment
- Exceptional written, verbal and organizational skills
- Proofreading and editing experience
- Service-oriented
- Expertise in Microsoft office, strong working knowledge of Mac products