



Job Description

Our Mission: The Fox Cities Convention & Visitors Bureau strengthens the Fox Cities community and economy by investing in and promoting our destination.

Position Title: Marketing Communications Director

Objective: Manages and leads the marketing activities and overall brand management for the Fox Cities Convention & Visitors Bureau (CVB). Responsible for identifying market opportunities and developing short and long-term marketing and communications strategies with the objective of attracting overnight visitors.

Reports to: Executive Director

Classification: Exempt; Salaried; 1 FTE

Duties and Responsibilities:

Marketing

- Develop and implement an annual Destination Marketing Plan for the CVB.
- Plan and execute strategic advertising campaigns, including traditional and digital placements.
- Oversee web site content creation, maintenance and monitoring of web trends and site analytics.
- Oversee production of the CVB's annual Destination Guide.
- Use appropriate research tools to identify visitor trends and marketing campaign effectiveness.
- Select and manage third party service vendors including advertising and public relations agencies, designers, photographers, web technology vendors, etc.
- Support the marketing needs of the sports marketing and group sales departments as needed.

Branding

- Responsible for brand management, including research and development of communications and campaigns that are consistent with the CVB brand.
- Guide staff on appropriate use of the brand.

Communications/Public Relations

- Direct communications programs targeted at the CVB's various audiences (consumers, general public, media, industry professionals, civic and community organizations).
- Serve as the main liaison with local, state and national media.
- Draft and distribute news releases, coordinate hosted visits for travel writers and content creators, and facilitate media interviews.
- Support the Executive Director as organizational spokesperson.

General/Administrative/Supervisory

- Create, implement, and adhere to annual budget of the Marketing Department including revenue and expenditures.
- Submit regular reports to the Executive Director regarding department activities such as public relations/media activity, web site activity and advertising.
- Direct/delegate activities of subordinate personnel. Meet regularly with department staff regarding day-to-day activities and formulation of long-term goals.
- Attend local, state and national leisure tourism conferences to further communication and partnerships within the industry.
- Maintain knowledge of current trends and developments in the industry.
- Maintain memberships in industry organizations as appropriate.
- Assist with promotional projects and events as appropriate, i.e. annual Tourism Breakfast, National Tourism Week, Feast Around the Fox Cities, etc.
- Perform other related CVB activities as assigned.

Education/Experience Requirements

- Bachelor's degree, preferably in marketing, communications or public relations or an equivalent combination of education, training and/or experience that provides the required knowledge, skills and abilities to perform the essential functions of the job.

Skills, Knowledge and Abilities

- Must have exceptional verbal and written communication skills, including strong public speaking and presentation skills.
- Strong interpersonal skills to effectively cultivate relationships with internal and external stakeholders.
- Must be self-reliant, good problem solver, results-oriented with strong attention to detail.
- Must be proficient in current computer programs including Microsoft Word and Excel and skilled in the operation of computers and familiarity with CRM/CMS and social media platforms.
- Must have good knowledge of budget management practices.
- Strong critical thinking and problem-solving skills.
- Strong ability to work independently and as part of a team.
- Strong ability to lead, develop and streamline processes required to manage multiple projects and tasks.
- Able to lift a minimum of 30 pounds.
- Valid driver's license.
- Punctual, detail-oriented, reliable.