



**JOB DESCRIPTION:** Marketing Manager

**SALARY RANGE:** Full-Time, Hourly DOE  
Scheduled hours may vary and will include some nights and weekends

## **POSITION OVERVIEW**

Placer Valley Tourism is seeking a proactive and creative individual who is detail oriented and highly organized that can excel in a fast-paced work environment. The ideal candidate will support the marketing department through data driven analysis, website management, social media campaigns and fulfillment of the grants program all for the purpose of increasing incremental hotel room nights in Placer Valley.

**DUTIES & RESPONSIBILITIES** - *The role includes but is not limited to the tasks listed below, which may be modified at any time depending upon the needs of the business:*

- Manage the event grants program including applications, evaluations, agreements, tracking, reconciliation and preparing for monthly committee meetings.
- Works with event organizers to ensure accurate room night tracking and reconciliation for grants.
- Assists in the development of marketing and communications goals, objectives, budgets and marketing plan.
- Coordinates marketing efforts and works with event organizers on event development.
- Coordinates and secures details and logistics associated with the running of a successful event.
- Assists in research to identify and generate leads for event solicitation.
- Maintains various event/sales databases and create reports and spreadsheets.
- Aide in coordinating and monitoring Stay to Play programs, secure local hotel availability and monitor overflow hotels
- Manage, analyze and maintain websites: placertourism.com and wwctoc.com.
- Manages and coordinates solicitation and publishing of hotel rates through the website for PVT related events.
- Manage and preparation of website, marketing, and social media statistical reports.
- Creates systems and methods to grow engagement and traffic/followers to social media platforms.
- Assists with the editorial content, photography, and layout for digital and print marketing materials, including the website and visitors guide.
- Develop and create monthly community email newsletter to community partners.
- Develop and create emails for partner-specific promotions, events, and leisure or meetings email marketing campaigns.
- Keep up-to-date on email marketing compliance laws and best practices.
- Analyze email marketing results for future campaigns.
- Travels to attend tradeshow, meetings, conferences, and training.
- Researches best practices, new opportunities, and trends on a regular basis.
- Assists with special projects as assigned by the CEO and Director of Marketing.
- Performs all other duties as assigned.

## **QUALIFICATIONS**

- Preferred Education: Bachelor's or Master's Degree in Marketing, Communications, Tourism & Recreation or related field plus three (3) to five (5) years of increasingly responsible experience in marketing.
- Knowledge of search engine marketing, search engine optimization, and social media marketing.
- Proficient in the use of computers and related equipment, hardware and software applicable to area of assignment, specifically Adobe Creative Suite, Microsoft Word, Power Point, and Excel.
- Advanced user knowledge of the following software, sufficient for performing direct tasks as well as training others to use: CRM System (Customer Relationship Management)/content management systems/Web-based database programs, Outlook.
- Knowledge of website design and administration.
- Ability to work under deadlines and stressful situations.
- Ability to write clear, concise reports and business correspondence.

- Strong analytical abilities, project management, visual, and aesthetic sense.
- Well-organized, self-motivated, and proactive.
- Skilled at multitasking, managing time, prioritizing, follow-through, following-up, and problem solving
- Possess initiative, works proactively and needs little supervision
- Ability and desire to contribute and serve within a small dynamic office environment
- May be required to work extended hours, evenings, and weekends and able to lift and carry up to 40 pounds

## **EXPERIENCE**

Minimum of five years of professional marketing (experience in a DMO preferred). Will consider a marketing professional from similar type organization in travel, hospitality, sports or related agency. Send resume and cover letter to [ksummers@placertourism.com](mailto:ksummers@placertourism.com) only, please DO NOT contact office.

## **ABOUT**

*Placer Valley Tourism's is a private non-profit Tourism Improvement District, whose mission is to generate incremental room nights in hotels within PVT's geographic footprint of Roseville, Rocklin, and Lincoln, California. We recruit, support and develop a wide variety of events primarily athletic, but also educational, arts and religious. We provide grants to events and facilities depending upon how many room nights they generate and when they occur.*