



## **Position: Director of Marketing & Communications, Visit Bellevue Washington**

### **Overview**

Are you a skilled marketing and communications professional highly committed to collaborating with the tourism and hospitality industry and passionate about driving creativity and enthusiasm in others in the execution of all things marketing and communications? Are you able to create and curate strategies to strengthen Bellevue's destination brand, visibility and market position?

We have an amazing new opportunity available for the right candidate to develop, lead and implement Visit Bellevue's destination marketing and communications program.

Visit Bellevue is the official destination marketing and management organization and this role will be instrumental in promoting our industry assets and maximizing the internal and external resources to drive key organizational results. As the destination's chief marketing professional, you will lead marketing and communications for Visit Bellevue, development and achievement of marketing and communication goals, and alignment of these objectives with overall strategy.

We are looking for a Director of Marketing & Communications with an intense devotion to elevating Bellevue's brand position as a visitor destination, a strong and respectful leader with an eye for detail. If that sounds like you, we would love to invite you to be a part of Visit Bellevue's growth and continued development.

Some things to know about the position and Visit Bellevue:

- Develop and grow Bellevue Washington's visitor economy which is critical to the City's overall economic vitality
- Visit Bellevue is in the early stages of new organizational growth including all-new destination brand, communications strategy and long-term marketing plan
- Priority of generating overnight visitors to Bellevue, maximizing visitor spending, communicating Bellevue's brand, enhancing the overall visitor experience
- The Bellevue destination development plan will support future infrastructure improvements and spur new growth
- Targeting overnight visitors through conventions, meetings, events, business travel, culinary tourism, shopping and pacific northwest attractions
- Emphasis on both traditional as well as digital marketing and communications strategies

Visit Bellevue understands the value of a great work-life balance and offers a full benefits programs in a great work environment. If this role in our organization resonates with you, please contact us right away. Come be a part of the Visit Bellevue team and help us market and communicate some delightful visitor experiences for our future guests.

### **Compensation**

\$75k - \$85k annually DOE

### **Application Instructions**

- Please direct all applications to the following email: [hr@meydenbauer.com](mailto:hr@meydenbauer.com)
- Please submit a cover letter and resume.