



Visit Concord Marketing & Communications Manager

The Opportunity

Visit Concord is a 501(c)(6) non-profit Tourism Improvement District Agency formed in 2013 to generate overnight stays by inviting business, sports and leisure travelers to embrace Concord's distinct cultural, artistic and recreational experiences. This is an exciting opportunity for individuals who are passionate about Concord, knowledgeable of the Northern California region, and digitally savvy.

Job Summary

The Marketing & Communications Manager works for Visit Concord to support and promote the resources for the Marketing & Communications team at Visit Concord. This is a full-time position. The offices are located within the Greater Concord Chamber of Commerce at 2280 Diamond Blvd., Suite 200.

The Position

ESSENTIAL FUNCTIONS

- Schedule, plan and manage the marketing, communications and PR projects and campaigns for Visit Concord
- Oversee vendors and appropriate resources as needed to meet project deliverables and objectives
- Prepare project timelines and ensure marketing projects are delivered as scheduled and within budget
- Create systems and methods to maintain and update comprehensive project files in addition to comps/layouts, specs, special instructions, screenshots, etc.
- Proactively manage relationships and communications with marketing, PR and creative contractors to develop brand position and accomplish marketing goals
- Engage in board-approved marketing strategy as well as planning activities to develop ideas that accomplish the marketing goals of Visit Concord
- Oversee supplier services for design, video and photography, including soliciting bids
- Provide and distribute reports on marketing initiatives
- Oversee paid media opportunities; proactively make recommendations
- Contribute to the overall marketing strategy to achieve marketing goals
- Create and edit copy for advertorial content, blogs, advertisements and campaigns
- Appreciation of brand positioning goals to maximize Visit Concord's marketing impact

SECONDARY FUNCTIONS

- Manage content and oversee content calendars for all social media, online and print channels



- Oversee and maintain all aspects of the company website
- Manage e-mail marketing efforts
- Deliver reports and results on company website and social media activity using analytics tools
- Collaborate with stakeholders and staff to assemble and publish stories, trends, critical information
- Continual community and regional research of new and updated area amenities to support Visit Concord's brand positioning

General Support

- Continual education on industry trends and developments in marketing and communication
- Attend appropriate community and regional meetings
- Travel and attend events and tradeshow as needed
- Provide support to benefit stakeholders and achieve marketing goals

The Candidate

- Minimum 4 years of experience in communications, marketing, social media or PR
- College degree in marketing, communications, PR, journalism, hospitality or equivalent work experience
- Proven record in project management, creative planning, quality control and meeting deadlines
- Superb writing skills (examples of blogs, narratives, social media)
- Knowledgeable user of social media outlets and marketing tactics
- Photography, hospitality/tourism, marketing, communications and/or event planning experience a plus
- Advanced user knowledge of the following software, sufficient for performing direct tasks as training others to use: CRM/ web-based database programs, Microsoft office applications and internet/email
- Knowledge in HTML and website CMS systems a plus. Understanding of SEO best practices
- Forward-thinking knowledge of Concord and the Northern California Region
- Cutting-edge ideas on how to promote Concord and the Northern California Region
- Resourceful, organized multi-tasker with accuracy and follow-through
- Highly motivated self-starter with excellent written and verbal communication skills

PHYSICAL DEMANDS/WORK ENVIRONMENT

- Ability to travel as needed; must have reliable transportation with adequate insurance



- Must be able to work occasional nights and weekends
- Must be able to lift 25 lbs

This job description/posting describes the general purpose and responsibilities assigned to this job and are not an exhaustive list.

To Be Considered

To apply for this position, submit a resume and cover letter with salary expectations to eschroth@visitconcordca.com. Applicants may submit relevant samples of work. Include Marketing & Communications Manager in subject line. Interviews will be conducted with the most qualified applicants. This full-time position is open until filled.

Visit Concord is an Equal Opportunity Employer.