



Position	Convention Marketing Manager
DMO	Visit Anaheim
Reports to	Marketing Director
Department	<i>Marketing</i>
Classification	<i>Non - Exempt</i>

General Summary

MISSION: TO DEVELOP, MARKET AND SELL ANAHEIM TO BENEFIT THE ECONOMIC VITALITY OF OUR NEIGHBORHOODS.

The Manager of Convention Marketing will be responsible for refining and optimizing Visit Anaheim's success in the Business to Business segment (B2B) through targeted marketing initiatives.

This position will collaborate with sales leaders and service the Meetings & Conventions Sales team by fulfilling the organization's mission to develop, market, promote and sell the destination to key decision makers.

Primary Duties and Responsibilities

Responsibilities will include but will not be limited to:

Essential Functions:

1. Work with the Director of Marketing and SVP of Marketing to research, plan and execute traditional and online advertising activities that support the meetings and convention segment of the business.
2. Produce sales and marketing collateral, print and digital, that supports meetings and conventions, the Anaheim Convention Center, Synchronicities, ACC Campus campaigns and all sales initiatives as assigned.
3. Collaborate with sales leaders on industry partnerships and lead the fulfillment of sponsorship, brand exposure, advertising in trade agreements with key industry organizations.
4. Collaborate with sales leaders on promotional campaigns and implementation of promotional campaigns to help expand Visit Anaheim's meetings and convention business.
5. Collaborate with each Destination Services Manager to support incoming clients and collect photos and information to document events.
6. Oversees the writing and editing of content for collateral, which includes printed brochures, website, emails, surveys, newsletters, direct mail and video. Ensuring consistent messaging across all marketing and sales platforms.
7. Manage outside resources, including vendors and agencies in support of sales efforts.
8. Update meetings and convention content on the main website.
9. Maintain up to date Keynote sales presentations and create customized versions as needed.
10. Manages changes/updates to convention group microsites as needed.
11. Serve as a brand ambassador for Visit Anaheim.
12. Successfully work with key internal stakeholders including teams in sales, marketing, business intelligence, public relations and website to ensure success.
13. All other duties as assigned by Director of Marketing and Senior VP of Marketing.

Background

Supervision

No supervisory experience is required for this position.

Confidentiality

Exposure to confidential information given from Senior VP of Marketing

Mental Application

Ability to concentrate on tasks for long periods of time. Capable to perform several tasks simultaneously. Competent to present information, answer questions, talk informatively. Attention to detail required. Direct contact with general public. Ability to meet deadlines.

Contacts – Internal and Public

A friendly personality and ability to be tactful, discreet, circumspect, and informed is required to interact with staff, Visit Anaheim partners, and the general public inside and outside the office.

Specifications

• Education

Required: College degree required.

Preferred: Concentration in Marketing, Business, or Communications preferred.

• Experience

Required: Minimum 2-4 years of experience in marketing department or advertising agency or corporation.

Preferred 2-4 years of experience in sales department of convention hotels and/or visitors bureau. Strong leadership and consensus building skills; strategic planning experience, strong writer and a proven track record in meeting deadlines.

• Abilities

Required: Detailed-oriented with ability to oversee projects from origin through execution. Willingness to learn and should be able to flourish in a high growth, dynamic, entrepreneurial environment. Superior communication skills, both oral and written. Self-starter, with hands on approach towards business.

The physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Must be able to travel domestically and internationally. Work week will regularly exceed 37 ½ hours and not be limited to traditional work days Monday- Friday. Occasional evenings and weekends are required.

A consistent and reliable presence at work is necessary.

To Apply

Please submit resumes to: Debbie Taylor at careers@visitanaheim.org.

Subject line to read: Convention Marketing Manager