

## POSITION DESCRIPTION

### Visit Salt Lake



SALT LAKE

**Job Title:** Chief Brand & Marketing Officer (CBMO)  
**FLSA:** Full-time, Exempt  
**Reports to:** Chief Executive Officer (CEO)  
**Department:** Marketing

#### Job Summary

The Chief Brand & Marketing Officer (CBMO) is responsible for cultivating a highly cohesive brand narrative and customer experience while seamlessly engaging with stakeholders and across all organizational departments. As the primary driver of Visit Salt Lake's brand strategy, the CBMO is responsible for identifying ideas that align with the organization's macro business strategy; propelling the business and ensuring the organization is "future fit" in the changing marketplace.

The CBMO is responsible for the strategic vision, B-to-B and B-to-C programmatic development, production, and overall management of the Visit Salt Lake marketing team consisting of brand development, digital & social media marketing, website, content development, commerce programs, and research & analytics.

As a member of the Visit Salt Lake leadership team, the role helps shape the organizational profile, builds and protects the brand identity, and drives transient, conventions, conference, and leisure business through thoughtful, full-funnel, results-driven strategies.

#### Primary Responsibilities:

- Develop Salt Lake's brand image and increase the desired public perception through cohesive brand narratives and strategic initiatives.
- Develop communication and engagement strategies across all organizational departments and stakeholders to ensure seamless collaboration.
- Develop a full-funnel approach- inspiration to activation- to business-to-business and business-to-consumer audiences.
- Oversee Visit Salt Lake's marketing team and external vendor strategic plans to achieve quarterly and annual goals, including the development and management of key performance indicators.
- Work with Associate Vice President of Marketing to manage and negotiate with agency of record and ancillary vendors.
- Work with Associate Vice President of Marketing to ensure that all digital marketing and content development programs are strategically aligned. Advise on development of a progressive and innovative digital strategy in coordination with agency of record, utilizing emerging technology, trends and applications.
- Support the Associate Vice President of Marketing in ongoing design, content and architecture of organizational websites. Benchmark and grow web traffic and identified KPIs.
- Develop and oversee Visit Salt Lake's commerce strategy, sales, and operations. Works with CFO and Director of Commerce & Operations to expand partnerships and participation across all commerce offerings and sets conversion/ROI goals accordingly.
- Work with Director of Research & Analytics to manage Visit Salt Lake's dashboard reporting tool. Identify and leverage trends, market research and data analytics to take appropriate action and measure success.
- Work with Associate Vice President of Marketing and Director of Economic Opportunity to generate B-to-B and B-to-C strategy concepting to support passage of the Convention and Tourism Assessment Area (CTAA).
- Oversee the strategic development of Visit Salt Lake's annual and 5-Year masterplan.
- Oversee Visit Salt Lake's consumer marketing database including programs to grow, cultivate and communicate marketing offerings and promotional programs. Initiate digital, social and e-mail marketing strategies across all market sectors (Visitor, Meetings, Sports, Members) as well as all commerce programs to enhance conversion.
- Responsible for development and submission of all marketing-related grants.

- Oversee the hiring, training and professional development for the Marketing staff and play a key role in optimizing Visit Salt Lake's culture and operations.
- Effectively manages and is responsible for the overall marketing operating budget. Forecast and oversee annual budgets, review financials, negotiate contracts, exceed revenue goals and monitor expenses.
- Manage monthly Leisure Tourism & Marketing Committee meeting. Maintain communication as needed with Board of Directors, city, and county stakeholders as well as resort and attraction partners.
- Maintain National, regional, state and local profile in visitor economy industry through memberships and participation in associations and committees. Establish excellent rapport with colleagues within the destination marketing ethos.

#### **Executive Leadership Responsibilities:**

- Serve on Visit Salt Lake leadership team and provide executive-level leadership for the organization at the direction and guidance of the President/CEO.
- Facilitate and coordinate the annual organization-wide strategic plan in collaboration with senior leadership.
- Develop, manage, and monitor Marketing Department staff goals and bonus approvals through human resources management tool (Namely).
- Manage bi-weekly Marketing Department meetings and communications.
- Manage and approve all Marketing Department out-of-office requests, including working from home, sick, personal, and vacation time.
- Manage and approve all Marketing Department credit card expenses (Divvy).
- Assist with other projects as assigned.

#### **Supervisory Responsibilities:**

Chief Brand & Marketing Officer will oversee the strategic direction and overall output of the following roles:

- Associate Vice President of Marketing – provide support to achieve the overall strategic goals of our digital, social media, website, and content development programs.
- Director of Research & Analytics – work closely to develop framework for consistent reporting, dashboard implementation and publication of data to website.
- Director of Commerce & Operations – work in conjunction with CFO to make sure programs are fiscally sound. Assist with the implementation marketing and sales strategies.
- Sponsorship & Experience Manager – provide support with booking engine partnerships as well as pass product venue participation.

#### **Working Relationships:**

Reports directly to the President/CEO.

#### **Intrinsic Qualities & Characteristics:**

- Creativity
- Effective communication skills
- Interpersonal and relationship-management skills
- Brand awareness and brand passion
- Results orientation
- Business acumen
- Analytical skills
- Curiosity
- Persuasive influencer
- Whole-brain thinker

#### **Qualifications:**

- A minimum of 10 years of experience in executive-level brand marketing, including supervisory experience.
- Leader with creative and analytical capabilities. Proven track record of creative and innovative thinking and execution.

- Developed and ran successful marketing campaigns with the ability to provide metrics and measurable indicators as to the campaign's effectiveness.
- Demonstrated experience with B-to-C and B-to-B strategy and how to bring customers from inspiration to activation/conversion.
- Advanced marketing technology messages in a simple, clear, relatable, and digestible manner to varying audiences.
- E-commerce strategy, sales and execution experience preferred.
- Excellent communication skills and demonstrated effective presentation skills.
- Analytical thinker with strong financial and budget management skills.
- Knowledge of Salt Lake County attractions, culture, dining, lodging and public transportation.
- Strong and consistent ability to meet deadlines, prioritize activities and handle multiple responsibilities within a specific time frame.
- Exhibits strong work ethic, the ability to work at a rapid pace and to identify trends and opportunities and formulate action plans with a quick turnaround.
- Must be able to travel at times throughout the year and work evenings, weekends and holidays based on client and office demands.
- Outstanding online proficiency. Good working knowledge of Microsoft Office programs, social media platforms, project management tools, and general office equipment. Helpful to have experience with website content management systems.
- Must exhibit vibrancy and a passion for Visit Salt Lake's work. Being able to ideate without judgement, color outside the lines, read the room, take an "all-hands-on-deck approach" are a plus.

**Application:** Submit cover letter, resume and salary history/requirement to: Kelly Ware - [kware@visitsaltlake.com](mailto:kware@visitsaltlake.com) and Kaitlin Eskelson – [keskelson@visitsaltlake.com](mailto:keskelson@visitsaltlake.com)

**Application Deadline:** Wednesday, December 22<sup>nd</sup>, 2021

*Final candidates will be subject to a personality profiling, background and reference check. E/O/E*