

# SECKEN

— STOCKED FULL OF FLAVOR —

**Director of Marketing and Communications at Visit Stockton**  
Stockton, California (Northern California/Central Valley)



## About Stockton, CA:

Stockton is the county seat for San Joaquin County. The City of Stockton continues to be one of California's fastest growing communities. Stockton is currently the 13th largest city in California with a dynamic, multi-ethnic and multi-cultural population of about 310,000. It is situated along the San Joaquin Delta waterway which connects to the San Francisco Bay and the Sacramento and San Joaquin Rivers. Stockton is located 60 miles east of the San Francisco Bay Area, 83 miles east of San Francisco, and 45 miles south of Sacramento, the capital of California. Stockton has an [airport](#) offering service to Phoenix and Las Vegas (on Allegiant Airlines). Visitors may also fly into Sacramento, Oakland or San Francisco.

In the mid-2000's Stockton underwent a tremendous economic expansion and continues to aggressively revitalize its downtown. Projects in the downtown area along the waterfront include an indoor arena, baseball stadium and waterfront hotel. The Bob Hope (Fox) California Theatre, listed on the National List of Historic hosts live performances regularly. The arena is home to the [Stockton Kings](#) (NBA G-League) basketball team, the [Stockton Heat](#) (AHL) Hockey team, as well as year-round family and cultural events and concerts. Adjacent to the Stockton Arena is the Stockton Ballpark, home of the [Stockton Ports](#) Single A Baseball Team (Oakland A's affiliate).

Stockton offers an excellent quality of life for its residents. The City has a number of beautiful residential communities along waterways, with single-family homes costing about one-third the price of homes in the Bay Area. With over 100,000 trees, Stockton has been recognized by *Sunset Magazine* as the "Best Tree City" in the western United States. In 1999, 2004, 2015, 2017, and 2018, Stockton was designated an All-America City by the National Civic League.

Stockton also has outstanding recreational opportunities. Stockton is within close proximity to world famous scenic attractions including the California Coast, San Francisco, Lake Tahoe and Yosemite National Park. The community offers many local recreational opportunities such as professional sports teams, an olympic size ice rink, and the California Delta, which provides access to thousands of miles of waterways for water skiing, sailing, fishing and other water activities. There are also many opportunities to enjoy music, theater, dance, literary events, and other cultural and entertainment activities throughout the year. The city also boasts the 90+ year old [Stockton Symphony](#), a nearly 70 year old [Stockton Civic Theatre](#), and the 90 year old [Haggin Museum](#).

Stockton is home to several well known higher educational institutions including the [University of the Pacific](#), California State University Stanislaus-Stockton, San Joaquin Delta Community College, Humphreys University and School of Law, as well as a variety of private and vocational schools.

## **ABOUT THE ORGANIZATION:**

Visit Stockton (formally known as Stockton Convention & Visitors Bureau) is charged with the promotion and marketing of the city of Stockton as a meetings, events, and travel destination. Our promotional efforts are focused on driving additional tax revenue to our community to directly benefit our local residents' quality of life. Visit Stockton believes its residents come first, and we continually strive to grow resident pride and enhance the image of our city. We believe that a city that residents believe in, will be a city that will drive future business investment and convert visitors into future residents to further grow a diverse and talented workforce.

Visit Stockton is a 501c6 non-profit trade organization funded by the collection of an assessment paid by guests to Stockton lodging establishments (Stockton Tourism Business Improvement District).

### **Vision Statement**

Stockton is widely respected as a diverse and welcoming community, providing unique and authentic experiences and opportunities for all.

### **Mission Statement**

Visit Stockton is dedicated to enhancing the region's Quality of Life by collaboratively leading the promotion of our richly diverse community and advocating for initiatives that will enhance the city's Quality of Place.

### **Organizational Values:**

**Accountability:** We practice accountability as an organization and expect it from team members individually; We establish clear agreements, explaining the what and the how, and provide feedback on those agreements.

**Have Fun:** We enjoy what we do; We remember that our industry is about celebrating our city and the relationships we build.

**Excellent Service:** We provide excellent service to stakeholders, visitors, and our community; Excellent service = personalized service that will enhance one's experience in the destination.

**Giving Back:** We give back to those in need in our community; We do this to better understand the community, connect to it, and help it reach its highest potential.

**Learn & Improve:** We are risk takers; We learn from our mistakes; We strive for growth personally and professionally via feedback and education; Our growth leads to innovation which makes us better able to fulfill our mission.

**VISIT STOCKTON EVENTS:**



## POSITION OVERVIEW

Visit Stockton is seeking an ambitious, creative, team-oriented marketing professional experienced in leading teams and developing strategies focused on achieving data-driven results. We love to be creative, take risks, be bold, and have fun. If you are passionate about marketing, travel and tourism, Visit Stockton is the home for you.

The Director of Marketing and Communications is part of the Leadership Team and is responsible for all manners of marketing and communications to promote Stockton as a destination for meetings, groups, sports, and leisure travel. The successful candidate will also oversee media relations and social media activities; develop promotional and marketing communications materials; and assist Visit Stockton's development and services staff in exceeding their goals from a marketing standpoint. This Director manages the Graphic Designer/Brand Manager and Video Production Manager.

This job description is an overview of the responsibilities that will need to be performed by the Director of Marketing and Communications. In no way does it state or imply that these will be the only duties the employee will be asked to perform.

### Responsibilities include:

- Manages Visit Stockton's marketing, communications, and public relations plans and programs.
- Oversees the management of, and provides updates to, the brand website, digital applications, social media, and blog content.
- Manages paid promotions and social ad campaigns for Visit Stockton to include campaigns, special promotions, and contests.
- Manages and analyzes ongoing Search Engine Marketing program, ensuring efficient spend and ROI.
- Manages the editorial content, photography, and layout for Visit Stockton's digital and print marketing materials, including the Visit Stockton website and visitors guide.
- Oversees editorial coverage for Stockton hotel properties, local attractions, and Visit Stockton through development of news releases, pitching travel related news, and special event story ideas to the media.
- Oversees all media buying on behalf of Visit Stockton.
- Proactively manages the work of external vendors as necessary to maximize the organization's marketing impact.
- Creates systems and methods to grow engagement and traffic/followers to the Visit Stockton social media platforms.
- Serves as primary public information contact for media inquiries in CEO's absence.
- Oversees all creative assets for social media and works with social media agency.
- Assists in media visits including coordination of lodging, attraction visits, dining, and transportation.
- Assists in the development of marketing and communications goals, objectives, and budgets for Visit Stockton budget and marketing plan.

- Oversees marketing for in-house events – including Stockton Restaurant Week, Stockton Beer Week, Stockton Brew Fest, Stockton Arts Week, Feast at the Fox, and the annual Tourism Awards event.
- Oversees preparation of website, marketing, and social media statistical reports.
- Researches best practices, new opportunities, and trends on a regular basis and shares information with internal staff and marketing partners.
- Travels to attend tradeshow, meetings, conferences, and training.
- Participates in various industry organizations and activities to maintain positive relationships and awareness of the city of Stockton and Visit Stockton.
- Assists with special projects as assigned by the CEO.
- Works with CEO and Director of Sports and Tourism on enhancing hosted events and visitor experience.
- Evaluates and counsels subordinates regarding discipline and other problems. Completes performance evaluations on subordinate employees.
- Maintains a well-informed working knowledge of the attractions and services available in the area to visitors.
- Assists with general office duties and marketing fulfillment as needed.
- Performs other tasks as assigned

### **Visit Stockton Industry Partners/Vendors:**

Website/CRM: Tempest, iDSS

Visual Asset Curation & Management: Crowdriff

SEM: Black Truck Media

Data: UberMedia, Entrada Insights, VisaVue, STR

Strategic Planning: Zeitgeist Consulting, Huddle Up Group

Social Media: Mt. Hood Marketing, Two Six Digital

Team Building/Leadership Training: Fired Up! Culture

### **Skills Needed:**

- 5+ years of professional leadership experience in marketing (experience in a DMO preferred). Will consider a marketing professional from similar type organization in travel, hospitality or related agency.
- 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, including media and community relations.
- Excellent writing skills including a strong command of grammar, usage, and vocabulary.
- Experience in leading highly effective teams.
- Highly proficient in managing social media channels including analyzing related analytics.
- Knowledge of search engine marketing, search engine optimization, web coding, social media marketing, and media purchasing.
- Skilled in public relations and communicating to a diverse audience.

- Skilled in establishing and maintaining effective working relationships with employees, management, outside agencies, and the media.
- Skilled in organizing workflow and managing multiple projects.
- 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)/Web-based database programs, Outlook, MS Teams.
- Knowledge of video production, website design, and administration.
- Ability to work under deadlines and stressful situations.
- May be required to work extended hours, evenings, and weekends.
- Ability to define and resolve problems quickly and effectively.
- Ability to write clear, concise reports and business correspondence.
- Strong analytical abilities, visual, and aesthetic sense.
- Well-organized, self-motivated, and proactive.

### **Physical/Sensory/Cognitive Requirements to Perform Essential Job Functions**

- Ability to sit at desk for 6-8 hours per day, if required.
- Ability to operate computer keyboard and view computer screen for 7-8 hours per day, if required.
- Ability to set up and tear down tradeshow booths, equipment, and marketing materials.
- Must be able to hear and converse via telephone and in person.
- Must be able to bend and stretch to reach file drawers.
- May be required to lift boxes and small equipment up to 50 pounds in weight.

**NOTE:** This job description is not intended to be all-inclusive. Employee may perform other related duties as assigned to meet the ongoing needs of the organization.

*We are an equal opportunity employer, committed to supporting an inclusive environment. We understand that individual differences enrich our organization, strengthen our services, and help us to attract and retain top talent. All employment actions and decisions are made free from discrimination without regard to race, color, sex, (including pregnancy), age, national origin, ancestry, military service, arrest or conviction record, marital status, citizenship, sexual orientation, disability, protected veteran status, religion, genetics, gender identity, or any other characteristic protected by law.*

*We expect all employees and management to support and uphold the principles of equal opportunity and help to prevent workplace discrimination and harassment. Our commitment to diversity is also present in strong workplace policies that support integrity, trust and respect for one another, and prohibit discriminatory practices.*

## Digital Resources:

**Website:** [visitstockton.org](http://visitstockton.org)

**Facebook:** Visit Stockton, Stockton Beer Week, Stockton Arts Week, Stockton Restaurant Week, Stockton Savings Pass

**Instagram:** @visitstockton

**Twitter:** @stocktonca

**YouTube:** [youtube.com/VisitstocktonOrg](https://youtube.com/VisitstocktonOrg)

Digital Publications & Reports: [issuu.com/stockton\\_cvb](https://issuu.com/stockton_cvb)

## Compensation:

\$68,000 to \$79,000 per year, depending on experience.

Visit Stockton offers competitive benefits including full medical, dental, and vision insurance for the employee; a retirement match program; cell phone allowance; two week's paid vacation per year.

**Anticipated Hire Date: March 1, 2021**

## Ready to Apply?

If you are excited to take a leadership role in our organization and your skills, talents, experience and education are a good match, we would love to hear from you.

Submit your resume to [jobs@visitstockton.org](mailto:jobs@visitstockton.org).