



Position: Vice President of Integrated Marketing

Travel Lane County

Eugene, Oregon

Purpose of Position

To lead Travel Lane County's Integrated Marketing department in supporting the organization and departments by expertly managing the online systems, brand and projects. This position is responsible for managing Integrated Marketing department staff and vendors and serves as part of the organization's management team.

Responsibilities

Online Systems Management

- Responsible for the development and on-going management of databases and websites. Serves as the primary manager for the online systems with Simpleview including (website, database, online maps, Stackla, booking integration, e-mail service, app and website advertising).
- Primary contact and manager for the on-line booking engine service.
- Review/approve new and updated web pages for all departments to ensure compliance.
- Work with staff on ideas of how to improve web pages.
- Serve as the GDPR compliance manager.
- Manage the DNS.
- Provide support to staff on Google Analytics.
- Be part of digital advertising meetings with other departments.

Brand Management

- Oversee Travel Lane County's brand including compliance of graphic standards by reviewing materials created throughout the organization including print, digital and video.
- Train new staff on the brand guidelines.

Project Management

- Lead project manager for the visitor guide, visitor map, dining guide, meeting planner guide, sports planner guide and destination video projects.

Supervisor & Management

- Oversee the photo, video and asset management.
- Produce regular reports for President/CEO and Board.
- Part of the management team that works on strategic planning.
- Responsible for working with vendors on producing high quality publications, videos and photos to be used in marketing the destination or organization.
- Supervision and training of staff and oversight of department.
- Preparation and implementation of annual marketing plan, strategies and budget for the department.
- Attend and/or present at community and business meetings as appropriate to represent Travel Lane County and the Eugene Cascades & Coast brand.
- Other duties as assigned.

Position Requirements

- College degree and at least five years sales/marketing experience.
- Strong computer skills, especially with relational databases.
- Website design and content management systems experience including internet-based marketing.
- Strong Google Analytics skills.
- Project management experience with the ability to plan, budget and schedule details effectively.
- Strong organizational skills in an office environment.
- Excellent staff leadership and supervisory skills, including hiring, training, supervision and evaluation.
- Excellent public speaking skills and written communication skills.
- Knowledge of advertising and promotional functions both digitally and print.
- Publication design and production experience preferred.
- Ability to work easily and professionally with a variety of people.
- Knowledge of Eugene, Cascades & Coast visitor oriented experiences, products and businesses.
- Valid Driver's License, clean driving record and ability to travel independently.
- Able to lift 35 lbs. from the floor and carry.
- Professional appearance and business attire.

Compensation/Hours

- This is a full-time salaried Executive Exempt position and may require occasional evening and/or weekend work.
- Benefits include medical and dental insurance as well as paid holidays, vacation and sick leave. Employee eligible for employer contribution into SEP/IRA after 2 years of employment.
- This position reports to the President & CEO.

About Travel Lane County

Travel Lane County's vision is to be a recognized leader in achieving year-round economic growth throughout the Eugene, Cascades & Coast region through innovative destination marketing, product development and exceptional visitor experiences.

We are focused on positioning Eugene, Cascades and Coast as one of the most preferred travel destinations in the Pacific Northwest.

OUR BRAND PROMISE IS ENRICHING, AUTHENTIC, APPROACHABLE EXPERIENCES FOR ALL AGES AND ABILITIES

And, we deliver on that promise consistently throughout all 4,722 square miles of our county.

All our work, everything we do, honors this sense of ease, engagement, and enjoyment for all ages and abilities. Whether it is an outdoor adventure, an auto or cycling tour, a culinary, beverage or cultural adventure, our filter is on enriching, authentic, and approachable experiences.

Do you cherish all that Lane County offers for outdoor recreation, arts & culture, culinary and craft beverages? Working for Travel Lane County is about sharing the best of where we live, while working to maximize the positive impact of tourism on the local economy by matching visitors with authentic, high quality Eugene, Cascades & Coast vacation experiences.

Travel Lane County is a private, non-profit corporation formed in 1980 and re-formed in 1993 in collaboration with industry, Lane County and cities within the county. Our professional staff numbers 30. The governing board is comprised of 30 voting and 9 advisory members. Membership is over 650. Our annual budget is just over \$3 million and is largely funded by 2.1 points of Lane County transient room tax on commercial lodging (hotels, vacation rentals, and campgrounds). Travel Lane County is structured to focus on three primary target markets and stakeholders: leisure travelers, conventions and sports. Travel Lane County funds and operates the Eugene, Cascades & Coast Sports Commission.

Travel Lane County embraces our leadership role in helping plan, maintain and market a world-class visitor destination and living environment.

To Apply

Please send cover letters and resumes, by **October 31, 2018**, to Denise Ray at: denise@eugencascadescoast.org
Interviews will begin in early November.

You may use the link below to upload your resume and cover letter.

<https://eugencascadescoast.bamboohr.com/jobs/view.php?id=28>