



## **JOB OPPORUNITY: Chief Marketing Officer**

### **JOB SUMMARY:**

The Chief Marketing Officer (CMO) develops and oversees implementation of an extensive marketing, public relations/communications, travel trade and film plan for the Huntington Beach destination and Surf City USA brand on behalf of *Visit Huntington Beach*, the community's official Destination Marketing Organization (DMO). The position works under the direction of the President & CEO of *Visit Huntington Beach* and is expected to work independently with little or no supervision to ensure that the plan delivers the targeted number of visitors each year, along with other qualitative and quantitative deliverables. The CMO position is a critical senior team member and part of a dynamic DMO forward thinking culture, which encourages supervised staff to be innovatively creative as VHB grows the destination brand experience and market share.

### **ESSENTIAL DUTIES:**

- Serves as an effective leader and role model in action and word for the company's vision, mission and strategic plan.
- Represents *Visit Huntington Beach* in a positive, poised, enthusiastic, and professional manner and maintains an appropriate public image while representing the company.
- Maintains highest degree of confidentiality in business, staff, and client matters.
- Follows procedures and policies in completing work and making decisions. Meets all compliance requirements.
- Remains up to date on best practices relevant to the position; enhances personal skills through commitment to professional learning.
- Strong active and reflective listener.
- Communicates effectively with a wide range of professional contacts; able to work well with people of diverse backgrounds and cultures. Creates and maintains an effective network of resources, business connections and others pertinent to goals.
- Fosters and cultivates a climate of diversity and inclusion for *Visit Huntington Beach* with staff, partners and vendors.
- Provides courteous and timely assistance to internal and external customers.
- Meets attendance requirements for the position and works hours as needed to complete work and meet all deadlines.
- Develops an annualized marketing plan and budget for VHB in concert with other VHB departments, driven by market research, data and intelligence.
- Anticipates trends for all targeted markets and related changes in best practices to ensure goals and objectives are met and surpassed in a post COVID-19 fluid world.
- Possesses ability to remain relatively unflappable in dealing with problem solving, conflict resolution and crisis response and recovery.
- VHB's successful CMO should embrace multi-tasking and possess the ability to simultaneously complete a multitude of projects with a measured and positive approach.

## **JOB RESPONSIBILITIES:**

- Works with *Visit Huntington Beach* staff, board and related committees, community partners, third party vendors, and key stakeholders to create, direct and oversee a strategically integrated and ROI-focused marketing and PR/communications plan, and related strategic initiatives for the Huntington Beach destination as directed. Ensures that the plan is aligned with the Surf City USA brand.
- Works with *Visit Huntington Beach* team members in evaluating key performance indicators (KPI's) including development of evolving measurements, metrics and goals to determine success in achieving annual and long-term goals and objectives.
- Directs all aspects of [www.surfcityusa.com](http://www.surfcityusa.com), the official VHB site, as well as several microsites and online Media Hub.
- Responsible for directing the development and implementation of a proactive public relations and comprehensive annual communications plan, which successfully targets specific travel markets and key media outlets.
- Directs staff on social media efforts, which include Facebook, Instagram, Pinterest, Linked In, YouTube and other social media outlets.
- Creates, develops, and launches innovative co-partnership marketing programs with traditional, non-traditional partners, and key stakeholders that help drive overnight visitation numbers and overall brand awareness.
- Conducts market analysis. Identifies short and long-term research needs and oversees all research projects. Uses measurement data and tourism research to evaluate the effectiveness of specific marketing strategies and programs. Tracks and monitors relevant research trends and adheres to performance metrics established to measure effectiveness.
- Oversees all creative development including collateral, in-house graphics and advertising agency.
- Liaises with the advertising agency and other third-party vendors contracted with *Visit Huntington Beach*. Provides direction for creative execution, strategic direction, and media placement.
- Further develops and oversees a local media public relations effort aimed at enhancing the understanding of tourism and its impact within the community.
- Serves as editor-in-chief on major projects such as the Official Visitor Guide and Map, annual report, printed publications, creative advertising content, opinion columns, press releases and other projects as assigned.
- Supervises and works closely with DMO's Film Commissioner, the City of Huntington Beach film liaison and key community stakeholders to service and grow Huntington Beach's reputation as being film friendly, as well as the number of film leads/permits issued per year.
- Supervises the representation of *Visit Huntington Beach* to local, regional, national and international media, and serves as spokesperson, when applicable.
- Meets regularly with key community stakeholders including hoteliers to better understand how *Visit Huntington Beach* can help partners grow market share.
- Works with Visit California and other Destination Marketing Organizations on specific strategies to increase brand awareness of Huntington Beach in targeted international and domestic markets.
- Directs and grows the current Surf City USA licensing program.
- Prepares and presents annual *Visit Huntington Beach* budget that supports the department's annual goals, objectives and program of work.
- Works with CEO and senior management team to develop staff recommendations for three year strategic plan and board approved final plan.

- Makes board presentations and marketing updates as needed. Provides comprehensive written and verbal marketing reports to the Executive Committee and Board of Directors monthly and as needed.
- Oversees the planning and coordination of news conferences and other related media activity when necessary.
- Supervises Visit Huntington Beach's event support program when it is reinstated post COVID.
- Provides marketing and public relations counsel to community partners who seek advice or assistance.
- Oversees domestic travel trade/ OTA marketing and sales efforts to drive increases in Huntington Beach hotel, attractions, culinary and retail itinerary and packaging representation and sales.
- Oversees international representation offices in the United Kingdom, Canada, and Australia and works with regional tourism groups on other international initiatives, as budget allows.
- Other duties as needed or assigned.

### **SUPERVISORY:**

- Provide exceptional marketing team leadership for staff and to ensure that all divisions within the department are working in an effective and coordinated way. Directly or indirectly supervises three (3) employees: Director of PR & Communications, Sr. Manager of Travel Trade and Film, and Content Marketing Manager.
- Leads and motivates team members to meet goals and deadlines.
- Promotes highest quality work and ethical standards at all times.
- Performs supervisory duties and completes needed documentation timely and equitably.
- Mentors and works with team members to develop their career skill set and goals, including providing for cross-training.

### **EDUCATION and/or EXPERIENCE:**

- A bachelor's degree in marketing, communications, journalism, or similar degree is required.
- Prior related work experience of at least 8 years is required, preferably with a concentration in travel industry marketing and/or overall communications program management.
- Familiarity or experience with a Destination Marketing Organization or Convention and Visitors Bureau, or travel-related marketing and PR/communications would also be very beneficial to the position.
- Attainment of industry certifications such as Certified Destination Management Executive (CDME) is beneficial.
- General knowledge of Huntington Beach and the region including hotel properties, attractions and amenities is a plus.

### **OTHER SKILLS:**

- Strategic thinking and ability to develop and work to plans.
- Strong knowledge of all marketing elements (online, social, print, broadcast, writing skills, etc.), including styling and visual aspects, is required; experience with social media and online marketing essential.
- Initiative and resourcefulness needed to manage concurrent assignments and multiple daily demands for deliverables and information, as well as ensure assigned staff are working on point.
- Emotionally intelligent leader that actively engages in reflective, empathic listening and seeks broad input in decision making.

- Demonstrates accuracy of work to include detailed attention to all aspects of print and electronic deliverables; ability to ensure team accuracy.
- Possesses creativity to devise and direct strong campaigns and material designs that meet business targets.
- Speaks effectively and persuasively to large and small groups.
- Frequently performs math functions, calculation functions, problem solving, formulations, reasoning, and analysis for a variety of reports.
- Communicates effectively and sensitively with diverse populations.
- Organizes and manages personal and department work and assignments to meet deadlines and goals.
- Able to compose, proofread, spellcheck and edit all written items and to direct similar skills in others.
- Able to add, subtract, multiply and divide correctly, as well as calculate percentages, fractions, ratios and decimals in order to complete budgets, projections, financial summaries, effectiveness reports and other outputs.
- 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.

**COMPUTER & EQUIPMENT SKILLS:**

- Microsoft Office Suite
- E-mail
- Digital marketing software and channels
- CRM/CMS
- Blackbaud budgeting software or similar
- Use typical office equipment (computers, fax, phones, copiers, audiovisual, iPads)

**REASONING and MENTAL ABILITY:**

- Uses planning and evaluation skills to develop successful strategies and tactics.
- Uses critical thinking skills to interpret information furnished in written, oral, diagram, or schedule form and to analyze complex documents like contracts and grants.
- Makes sound decisions and sets goals based on available information and evaluate situations and requirements to plan and adjust work accordingly

**PHYSICAL DEMANDS**

AMOUNT OF JOB TIME	NONE	UNDER 1/3	1/3 – 2/3	OVER 2/3
Standing			X	
Walking			X	
Sitting				X
Using hands to finger, handle, or feel (including equipment, simple tools and computer operation)				X
Reaching with hands and arms		X		
Climbing stairs, using ladders		x		
Stooping, kneeling, crouching, or crawling		x		
Talking and hearing	Clear speech and good hearing both face to face and on the phone; hears well in noisy social environments			
Tasting and smelling		X		
Seeing	Clear vision at 20 inches or less with or without corrective lenses; vision sufficient to drive motor vehicles safely with or without corrective lenses day and night			

Lifting	Must be able to lift and carry up to 40 pounds without assistance and to transport VHB equipment and materials to various external programs.
Work Environment and Exposures	Work is performed in an office environment as well as public venues; exposed to travel environments; no special exposures

**ADDITIONAL:**

- Works evenings and weekends as needed; attends numerous community and Company functions and events
- Uses personal vehicle to drive to meetings and events day and evening; maintains clear driving record, valid California driver license and required vehicle coverage
- Able to travel independently to domestic and international destinations via commercial airlines.

**TO APPLY:**

Please send a cover letter and resume to John Ehlenfeldt, CDME, CMP, Executive Vice President, Visit Huntington Beach, at [john@surfcityusa.com](mailto:john@surfcityusa.com), by **July 24, 2020**, with a subject line of "Chief Marketing Officer."

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