



Director of Marketing & Communications

Overview

Visit Oceanside is the destination marketing organization for Oceanside, California, located in the heart of Southern California.

A quintessential California beach town, Oceanside is experiencing a renaissance while staying authentic to its unique beach vibe. With the opening of the largest beach resort development in San Diego County in over a decade (a Joie de Vivre and Destination Resort hotel) along with other vibrant new resources that include an official Cultural District Designation by the California Arts Council, this position will provide a unique opportunity to help grow Oceanside's brand in unison with the exciting new growth that is taking place.

This position will lead all marketing and promotion efforts for Oceanside. This includes planning, developing and implementing all marketing and communications programs. The position oversees activities with critical vendor relationships that include the brand agency, designers, content developers, social media, web and visitor guide contracts as well as a media relations contract. As brand marketing is central to the organization, the DOM will also liaise with key staff across the organization to ensure brand consistency. Leveraging our brand as the guiding principle, the DOM works with internal and external peers to create compelling, creative and cutting-edge messaging and promotional platforms that drive interest and visitation to Oceanside.

Key Responsibilities include:

Duties may include but are not limited to the following:

Strategy:

- Develop and implement annual marketing plan that supports Visit Oceanside's Long-term Strategic Framework.
- Oversee the creation of monthly, quarterly and annual reports for the Board and stakeholders.
- Oversee Digital Content Manager and assist with creation of content calendar along with content development, curation and strategic implementation throughout the year based on needs and modifications.
- Proactively manage external vendors and agencies to optimize the organization's sales and marketing impact. Ensure all programming and deliverables are executed according to the plan; including media buys and creative executions.
- Create promotions and campaigns across all platforms, based on strategic goals.
- Act as the destination authority and coordinate efforts among all agencies, staff, and stakeholders to ensure high levels of brand consistency and efficiency across all platforms.
- Work with brand agency and research/data vendors to understand key metrics and industry trends to best inform future marketing and promotional opportunities.

Website:

- Work with website team (vendors and staff) to ensure website is reflective of current content and themes that include seasonal campaigns, content and other promotions.
- Work with agency and oversee website/online strategies that include content, engagement, SEO, UGC and other key performance metrics are met.
- Actively research improvements to keep the website current, relevant and useful to destination visitors.

Advertising:

- Manage all advertising campaigns and the brand agency to ensure implementation and creative meets strategic goals.

- Proactively research and stay informed on new platforms and technologies for efficient, targeted buys to improve key metrics.
- Identify co-op marketing programs and work with VO partners to ensure successful outcomes.

Social Media:

- Oversee the development of a social media strategy, content development and user-generated content in conjunction with the Digital Content Manager and social media agency.
- Plan and manage paid social media advertising campaigns and sponsored content.
- Oversee daily content development and account maintenance of all social media channels.
- Oversee social media and digital performance statistics and proactively respond based on results and opportunities.

Print Collateral:

- Manage editorial content, photography and layout for print materials including the visitor guide, business development brochure and other collateral needs based on strategic plan.

eCommunications:

- Manage all eCommunication activities including the creation, implementation, testing and reporting.

Events:

- Assist CEO with planning and production of large-scale events that include the Annual Tourism Summit.
- Work with staff and help oversee planning and execution of smaller-scale events such as quarterly partner meetings and visitor center events.

Additional Duties and Responsibilities:

- Manage budget and oversight of marketing and communication line items.
- Conduct performance evaluations for Digital Content Manager.
- Create and administer request for proposals, qualification and information to secure the best vendors.

Required Qualifications:

- Bachelor's Degree in Marketing, Communications, Business, Tourism, Hospitality or related field.
- A minimum of 3 years in brand management and related marketing experience.
- Previous product management and personnel management experience is highly desired.
- Strong verbal and written communications skills.
- Ability to work under deadlines and manage multiple projects in a fast-paced environment.
- Excellent decision-making, problem solving, time management, and organization skills.
- Flexibility and attention to detail is a must.
- Strong analytical abilities, visual and aesthetic sense.
- Self-motivated and proactive.
- DMO experience preferred.
- Knowledge of Microsoft suite programs, WordPress, Google Analytics, and basic knowledge of photoshop and Adobe Illustrator.

Physical Requirements:

- This job requires the ability to lift up to 40 lbs. and includes sitting, standing and walking. The job primarily operates in a professional environment with occasional travel including air travel. Applicant must have a valid driver's license and provide own transportation.

Salary:

Salary is commensurate with qualifications and experience. Competitive benefits package includes medical and 401 (K).

To Apply:

Please send resume and cover letter to info@visitocéanside.org.