



Position: Director of Marketing

Visit Walla Walla's Philosophy Statement

Come enrich your life through authentic wine, food and cultural experiences.

Position Description

Under the guidance of the Board of Directors, and at the direction of the Executive Director, the Visit Walla Walla Director of Marketing leads strategic development, implementation and execution of all marketing efforts of the organization designed to drive visitor growth while enhancing the competitiveness of Walla Walla as an authentic visitor destination.

The Director of Marketing sets business targets and objective measures of success ensuring the strategic marketing initiatives meet the overall objectives of the organization. Reporting directly the Executive Director, and working closing with the Board of Directors, the Director of Marketing is an organizational leader at Visit Walla Walla.

The Director of Marketing manages and holds accountable the work products of Visit Walla Walla's marketing vendors and partner organization, including its advertising agency and social media contractor to ensure stakeholder alignment with respect to the overall integrity of Visit Walla Walla's brand and marketing strategic objectives.

The Director of Marketing leads all earned media and public relationships efforts, including working directly with the organizations marketing and PR firms, ensuring Walla Walla is at the forefront of travel and trade publications.

The Director of Marketing is an outward-facing position, working with other Walla Walla community marketing leaders to ensure consistent and efficient messaging with respect to the Walla Walla visitor destination brand.

Job Requirements

- Leads development of all consumer marketing plans in a strategic, comprehensive, collaborative and timely manner. Working with Visit Walla Walla's advertising agency and aligning with Visit Walla Walla's long-term strategic plan as approved by the Board of Directors.
- Leads the preparing and presenting of Visit Walla Walla's annual marketing plan and budget.
- Actively participates in monthly board meetings, reporting on and analyzing the objective effectiveness of the organization's marketing efforts.
- Ensures integrity and protection of the Visit Walla Walla brand, guiding stakeholders with the right usage of Visit Walla Walla for promotional purposes.

- Compiles and remains current on the competitive landscape of other visitor destination in Walla Walla's comp set, including the analysis of STR reports, and other important visitor metrics.
- Develops, evaluates, and ensures the effective implementation and ongoing performance of consumer and media strategies in order to increase visitation to Walla Walla. Ensures program target markets and performance measures reflect overall organization and program strategies.
- Maintains collaborative and cooperative working relationships with Walla Walla stakeholders. Maintains relationships with Walla Walla's community leaders that also market the area to ensure efficient and consistent messaging for the area.
- Develops and compiles reports consumer research and analytics, including, at the direction of the Board, any and all marketing research projects.
- Manages contracted agencies including, advertising agency, social media agency, and freelance photographers and videographers. Develops RFPs and leads or advises selection process of outside vendors.
- Performs other duties as assigned.

Qualifications

- Five (5) plus years of professional leadership experience in marketing from a destination management organization is strongly preferred. A strong candidate could also have direct marketing experience from related industries in travel, hospitality, or wine.
- Bachelor's degree is preferred.
- Proven experience developing and delivering marketing strategies, and executing consumer campaigns.
- Excellent writing skills including a strong command of grammar, usage, and vocabulary.
- Skilled in public relations and communicating to a diverse audience.
- Oversight and accountability of managing budgets.

Competencies

Strategic Orientation. Ability to understand, align and apply organizational and industry visions and related implementation, to construct appropriate and effective strategic plans and thinking, effectively collaborating with key stakeholders.

Results Orientation. Elevates work and service standards in and outside the organization, striving for improvement; commitment to stated goals and objectives; regularly reports and interprets results for internal and external stakeholders.

Relationship Focus. Understands the importance of partnerships, co-ops and coalitions in destination marketing and actively fosters mutually productive relationships and programs.

Computer Skills. Must be computer literate with basic level skills in using Internet, MS Outlook, Word, Excel and PowerPoint.

Language Skills. Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers and the general public.

To Apply

Submit resume to: director@wallawalla.org

Type "Director of Marketing" in the Subject Line.

The position is open until filled.

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements and does not imply a contract.