



Director of Marketing

Travel Costa Mesa (TCM) is the official destination marketing organization for Costa Mesa, California. TCM supports the city's distinct visitor brand experience and advocates community tourism benefits. The destination includes 11 hotels with 2,375 total guest rooms, home to Orange County's finest restaurants garnering local and national accolades, South Coast Plaza, Segerstrom Center for the Arts, Orange County Museum of Art, OC Fair & Event Center and The LAB & The CAMP.

About the Position

Reports to: President

Classification: Full-time, Exempt

Location: Costa Mesa, CA

General Description

The Director of Marketing position reports directly to the President and oversees all marketing functions, offline and online, to create an enhanced understanding and awareness of the city's special events and attributes to increase tourism to the destination; expand the brand awareness and image of the city of Costa Mesa; and performs other related duties as required. The position manages all marketing assets of the organization, print and digital, along with managing employees and vendors. The Director of Marketing is responsible for managing the brand identity for the city as a tourism and group destination.

The candidate is required to possess a significant level of expertise in communications, marketing and customer service, goal setting, budgeting and strong public relations and community leadership skills. The employee acts as a public information officer for the organization and supervises all communications strategies to community leaders, partners and the media. The employee is required to have a significant knowledge base of how to create and maintain a website and online marketing strategies.

Duties include but are not limited to:

Advertising / Promotions

- Work with creative agency to create messaging and direct advertising funds and resources to develop digital/print advertising campaigns, ensuring the budget is adhered to
- Online marketing initiatives including:
 - Oversee vendor performance in TCM Search Engine Marketing campaigns
 - Oversee vendor performance in TCM SEO strategies
 - Manage the organization's email marketing program
 - Work with creative agency on TCM media planning and oversee budget
 - Creates goals and manages all aspects of social media to ensure quality and brand message
 - Creates goals and manages content creators for website content including restaurant pages, calendar, blogs, etc.
 - Create destination visitor guide
- Work closely with Visit California departments to create strategies and plans around existing & new programming
- Coordinate video production and photography shoots as necessary for advertising campaigns

Website Management

- Work with vendor to pursue and analyze new ways to draw traffic to the website, web usability studies and testing
- Conduct regular audits of website content to ensure most current information using website content management system
- Utilize web analytics to optimize website and visitor traffic
- Work with vendors to create analytics reporting structure for President and Board
- Mastery of web best practices through continuing education and training

Group Marketing

- Work with destination sales executive to create and manage marketing plan for organization's hotel group segment
- Create collateral for group sales incentive offers
- Create meetings guide for group business

Events

- Attend various community and city events as official representative of the organization in order to further the visibility in the community
- Create comprehensive promotional campaign around other events/packages as directed by the President and Board
- Stay informed on external events to allow the organization to gain national visibility for the city of Costa Mesa as a destination

Administrative

- Directly oversees other marketing positions, including mentorship and annual reviews, goal setting
- Marketing budget management
- Vendor management
- Creates annual report related to marketing
- Work collaboratively with member hotels, staff and city personnel

Knowledge, Skills & Experience

Candidate should be able to coordinate effectively with internal and external customers involved to ensure the completion of the associated marketing programs. A high degree of organization and self-motivation is required. Ability to manage multiple projects in a fast-paced, deadline driven market is critical. Excellent writing and editing skills is also required. This person will be expected to present themselves professionally in front of executives and community leaders. This job requires attendance at community events, weeknights, weekends and occasional overnight travel. This is an in-office position that operates in an office environment.

A responsible, creative individual with strong writing skills interested in marketing (offline and online) strategies in the travel and tourism industry is preferred. 4-year college degree is preferred. Six plus years experience in marketing preferred. Writing experience required. Internet marketing and social media experience is preferred. Should be able to lift at least 15 lbs. Must have reliable transportation. HTML experience preferred, but not required. Experience using website content management systems preferred.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands; reach with hands and arms and talk or hear. The employee is occasionally required to stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.

Salaried Exempt Position

This is a full-time, salaried position. Benefits package includes vacation, 401(k) and health insurance. Must have reliable transportation as this position often requires traveling to various meetings in and around Southern California, and occasionally out of state. You are required to have auto liability insurance and must carry at least \$100,000/\$300,000 or \$300,000 combined single limit. You are also required to have an up-to-date valid California driver's license.

Please send resume to jobs@travelcostamesa.com with cover letter and salary expectations.