



POSITION OVERVIEW

VISIT OAKLAND DIRECTOR OF MARKETING

Oakland, CA



ABOUT OAKLAND CALIFORNIA

Just 12 minutes from San Francisco, Oakland offers a cutting edge art and music scene, hip international dining experience, world-class sports teams and more. For tour operators, wholesalers and travel professionals, Oakland is the solution to planning an idealistic Northern California experience.

We're proud and passionate about Oakland and we love showing it off. Give our team a few minutes to share our Oakland insight and soon, you too will be singing the city's praises. Whether you need a rate quote from a hotel, help building an itinerary or planning tools, we're here to assist with your needs.

OAKLAND QUICK FACTS

- Ten miles east of San Francisco, Oakland is accessible by the San Francisco-Oakland Bay Bridge, ferry service, buses, [BART \(Bay Area Rapid Transit\)](#), and [Amtrak](#).
- Oakland has been deemed as the "Sunny Side of the Bay," home to some of the best weather in the country with an average of 260 sunny days per year.
- As the eighth largest city in California, Oakland has a population of approximately 400,000.
- Oakland boasts 19 miles of coastline and more than 100,000 acres of parks and trails.
- Oakland is one of the most ethnically diverse cities in the United States, with more than 125 different languages and dialects spoken.
- Attractions within the city limits include the [African American Museum & Library](#), [Chabot Space & Science Center](#), [Children's Fairyland](#), [Oakland Aviation Museum](#), [Oakland Museum of California](#), [Oakland Zoo](#), and the [USS Potomac](#).
- Lake Merritt, the "Jewel of Oakland," is an urban lake in the middle of the city, one of the largest of its kind (a mix of salt and freshwater).
- Oakland is home to three professional sports franchises: [The Golden State Warriors](#), [Oakland Athletics](#) and [Oakland Raiders](#).
- The city is home to three renovated Art Deco-inspired theaters: [The Fox Theater](#), influenced by Middle Eastern and Moroccan architecture; [The Paramount Theatre](#) in Uptown Oakland; and the [Grand Lake Theater](#) near Lake Merritt
- Oakland offers 4,000 hotel rooms, ranging from resorts to economy. Properties are located along the waterfront, near the airport, the Oakland Hills and throughout downtown.
- The [Oakland Convention Center](#) offers 64,000 square feet of convention and meeting space, in addition to the 25,000 square feet of event space at the adjoining [Oakland Marriott City Center](#).



ABOUT VISIT OAKLAND

Mission: To increase tourism's economic impact to Oakland through destination development and brand management.

Do you want to be part of a fast paced, fun and growing organization in an emerging destination? Oakland has received national press coverage from dozens of top-tier outlets, including accolades such the New York Times' **#5 Place to Visit in the World** to the **Most Exciting City in America**. Oakland is on everyone's radar. As the destination continues to gain momentum, more and more people are looking to Oakland as the innovative "Brooklyn of the West." The city is buzzing with new energy from a thriving restaurant scene, vibrant entertainment and arts offerings and growing nightlife, among many other things! Now is your chance to be a part of Oakland's exciting renaissance!



Visit Oakland is the destination marketing organization for Oakland, CA and is private, not-for-profit, 501(c)(6) organization, with a 21-member board of directors and a full-time staff. Visit Oakland is funded by a dedicated hotel tax - Measure C, which was passed by Oakland voters in 2009 and a Tourism Business Improvement District that is expected to be renewed in 2018.

ECONOMIC IMPACT OF TOURISM

- Tourism in Oakland generated \$131 Million in State & Local Tax Revenue in 2016
- Visitor spending has increased 27% over four years.
- Visitors spent \$195 Million in Lodging, \$156.1 Million in Food and Beverages and \$100 Million in Shopping.
- Oakland had 3.7 Million Visitors in 2016.
- Tourism supports over 7,110 jobs in Oakland with total income of \$271 Million.
- One in 30 of all jobs in Oakland are sustained by tourism.
- Oakland's annual visitor spend is over \$627 Million (up 3.4% from 2015).
- Generating \$827 Million in total business sales.
- Room Revenue grew 7.7% with 41% of visitors staying overnight (64% were leisure travelers – 35% were business travelers).

Click [here](#) for the 2017 Visit Oakland Annual Report.

Click [here](#) for Visit Oakland's Strategic Plan.

SUMMARY OF POSITION

Job Title:	Director of Marketing
Division:	Marketing & Public Relations
Reports to:	President & CEO
Classification:	Full Time, Exempt
Supervisory Responsibility:	Marketing & PR Department
Approved By:	President & CEO

The Director of Marketing (DOM) position works directly with the President and CEO, Director of Sales and Public Relations Manager to strategically plan, manage, direct and successfully execute marketing and advertising concepts, plans and campaigns for Visit Oakland. This exempt position reports to the President and CEO with several direct reports.

As stipulated by the CEO, the DOM will be responsible for management of Visit Oakland's marketing department and the implementation of policies and procedures for the organization. The DOM must be able to represent Visit Oakland at notable events and functions; attend and participate in community leadership groups such as BIDS, Chamber of Commerce etc.; work effectively with the Board of Directors; and meet all Visit Oakland's goals, mission and performance plans.

The DOM shall be responsible for strategic planning, development and implementation of marketing strategies, marketing communications, and social media related activities. The DOM oversees development and implementation of support materials and services in marketing, communications, and image. The DOM directs the efforts of the marketing, communications and social media staff and agencies. Coordinates at the strategic and tactical levels with the other functions of the Organization.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Responsible for creating, implementing and measuring the success of:
 - A comprehensive marketing and communications program that will enhance the Organization's image and position within the marketplace and the general public, and facilitate internal and external communications.
 - All Organizational marketing and communications activities and materials including publications, customer acquisition, social media presence, Visitors Guide, etc.
 - Perception of the Visit Oakland brand. We have engaged MMGY to assist with redefining the brand in 2018.

- Oversee the planning, management, direction and implementation of the organization's marketing plan for Convention and Leisure Sales, Visitor Services, and Business Development.
- Oversee the activation of the mobile visitor center in market and out of market applications.
- Review results of all marketing and operations efforts, and measures results toward the marketing plan and ensure articulation of the Organization's desired image and position, assure consistent communication of image and position throughout the Organization, and assure communication of image and position to all constituencies, both internal and external.
- Responsible for editorial direction, design, production and distribution of all Organization publications.
- Coordinate the appearance of all Organization print and electronic materials such as letterhead, use of logo, brochures, etc.
- Develops short-term and long-term strategies for effective marketing programs on a local, regional, domestic, statewide and international level, in an effort to increase overnight visitors. Strategies should include both traditional and digital programs resulting in maximum return on investment.
- Utilize consumer and data-driven insights to enable effective database marketing.
- Work with CEO, staff and agencies to maximize the ROI from marketing, advertising and ecommerce programs.
- Identify, key strategic partners for brand positioning, media buying, and CRM and website technology.
- Ensure that the Organization regularly conducts relevant market research and coordinate and oversee this activity.
- Leads projects as assigned, such as cause-related marketing and special events.
- Directly manage the activities of exempt and hourly employees all personnel in the Destination Development & Marketing departments.
- In collaboration with the CEO and Leadership Team, provide recommendations regarding the recruitment, training, developing, evaluating, promoting, transferring, coaching, disciplining, rewarding and terminating of Destination Development and Marketing Staff within the guidelines of Visit Oakland's compensation, salary, performance management and affirmative action programs.
- Oversee Destination Development Initiatives such as Art Month, Tourism Cares, etc.
- Attend various state, regional, national and international industry meetings and tradeshows, for the purpose of promoting Oakland as a destination and meeting site.
- Support the President and CEO to develop and maintain positive relationships with key partners, city officials, tourism industry professional and local residents.
- Oversee all marketing, website, social media, calendar, print and related marketing outreach materials on behalf of Visit Oakland.
- Manage outside vendors on behalf of Visit Oakland as needed.
- Maintain active participation, through membership in various local, state, national and international professional associations, outcome to generate awareness of the Oakland area as a successful convention and tourism destination.
- Perform other such responsibilities as may be assigned by the President and CEO including the ability to work effectively with the Chair of the Board and the Executive Committee, in the absence of the President and CEO.
- Special projects as assigned by President and CEO.

REQUIREMENTS

- In order to perform the essential functions of this position, the incumbent must possess broad and seasoned knowledge and expertise in advertising, marketing, strategic planning administration, operations and finance (from a budgetary and planning perspective). An understanding of the tourism, CVB and convention industry is strongly preferred.
- A Bachelor's degree in Marketing, Business Administration or equivalent undergraduate discipline is required. Industry accreditation (SMP, CDME) an asset.
- Excellent sales and marketing capabilities, and highly developed interpersonal and human relations skills are required. The incumbent must have excellent communication skills with the ability to effectively communicate verbally, in writing, by telephone, and deliver excellent group presentations. Must have the ability to anticipate and understand the needs of clients, constituents and the community at large.
- This position requires a willingness to travel, traveling approximately 10% of the time. The individual must be able to travel by air and must possess a valid passport and a California's driver's license. Fundamental knowledge of MS Office Suite (Word, Outlook, Excel, and Power Point) is required.
- Previous management experience in a DMO setting is preferred.

- Proven high contact customer service and business etiquette skills.
- Excellent oral and written communication skills.
- Strong organizational skills and ability to multi-task.
- Knowledge of SIMPLVIEW or similar client management database.

CHARACTERISTICS / TRAITS

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| <ul style="list-style-type: none"> • Strategic • Creative • Out of the box thinker • Personable / outgoing • Open / approachable | <ul style="list-style-type: none"> • Strong leader • Strong communicator • Organized • Politically savvy • Decisive |
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TOP PRIORITIES

- Leverage stakeholder relationships to build awareness through initiatives.
- Evaluate current agency relationships for effectiveness and ROI.
- Build strong relationships with community stakeholders and partners.
- Review existing strategic plan and create strategic, comprehensive marketing plan and calendar.
- Evaluate Visit Oakland's brand identity, brand promise and messaging.

If this could be a great opportunity to extend your professional reach, please respond through the SearchWide website or email your resume to the following SearchWide Executive:



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About SearchWide

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