



VISIT DURANGO™
Durango Area Tourism Office (DATO)
Durango, Colorado

POSITION

Marketing Director

GENERAL PURPOSE

The purpose of the Marketing Director position is to staff, coordinate, and direct the work of the marketing personnel and resources in the effective implementation of the Durango Area Tourism Office's (DATO) marketing plans. The Marketing Director plays a lead role in developing annual marketing goals, strategies and tactics for DATO's advertising plans, digital campaigns, images inventories and promotional videos, maps and guides, travel planners, co-op advertising programs, web site performance, and social media outreach.

ESSENTIAL DUTIES and RESPONSIBILITIES

1. Manages all domestic and foreign DATO advertising
 - a. Develops the brand platforms that guides all creative, copy, and taglines.
 - b. Creates and manages the advertising budget, billings, and collections
 - c. Assures strategic placement of media buys in defined target market
 - d. Evaluates marketing opportunities, consults with marketing team and external agencies on strategy, tactics, and ROI
 - e. Effectively negotiates advertising contracts with responsibility for signing advertising contracts up to \$10,000
 - f. Oversees and filters all advertising content and images for accuracy and brand discipline. Approves final artwork, meets publication deadlines
 - g. Oversees management of the photo, image and video libraries
 - h. Communicates with and guides graphic designers. Defines ad purpose and audience target, ad specs and deadlines, messaging/theme.
 - i. Manages a timely, responsive, and efficient fulfillment program
 - j. Provides for evaluation of overall advertising performance and ROI
 - i. Reviews marketing data analysis from outside sources
 - ii. Provides recommendations based on success of campaign
 - k. Manages co-operative advertising programs
 - i. Determines annual purpose and budget and goals for co-op ad programs
 - ii. Creates & distributes a comprehensive co-operative marketing program to share with local tourism industry providers
 - iii. Oversees co-operative ad space sales in conjunction with publication sales reps
 - iv. Manages all billings and collections
 - v. Seeks opportunities to leverage up the ad budget

2. Social Media

- a. Responsible for implantation of effective social media program, staffing and budget
- b. Creates the budget, sets goals, tracks progress
- c. Assures that critical social media platforms are identified and engaged
- d. Approves the SEO/SEM strategy
- e. Make sure that social outreach is well-coordinated with key local and industry resources for maximum effectiveness

3. Reporting and Involvement

- a. Assures that a monthly social media report is produced and distributed.
- b. Holds regular marketing team meetings and assures for clarity of purpose
- c. Leads the DATO Marketing Committee, sets agenda, and facilitates meetings
- d. Attends the monthly DATO board meeting and reports as necessary
- e. Maintains effective connections with Colorado Tourism Office and other DMOs
- f. Attends educational and industry conferences
- g. Contributes to annual marketing plan and research

JOB QUALIFICATIONS

Knowledge of...

1. Destination marketing operations in hospitality or tourism industry (minimum of 5 years)
2. Producing marketing, advertising and sales plans
3. Setting marketing and sales goals and tracking measurement against goals
4. Knowledge of marketing administration practices and organizing work of others
5. Marketing budget creation and ongoing fiscal management
6. Creating, conducting, and analyzing marketing research
7. Internet marketing and software support programs
8. Traditional advertising channels models and social media tools and platforms

Ability to...

1. Write clear and concise marketing, sales and advertising plans
2. Prepare and make marketing presentations using technology
3. Build and direct a marketing team and communicate effectively
4. Hire, fire, supervise, train, mentor and evaluate staff and vendors
5. Speak in public
6. Evaluate and utilize marketing software and productivity tools
7. Self-motivate, adapt to change, find creative solutions, think strategically, pay attention to details, be accurate, earn respect, motivate others, meet deadlines, work as a team member, and learn new skills.

EDUCATION or FORMAL TRAINING

The position requires a minimum of a bachelor's degree in marketing, tourism, advertising, public relations or business administration, or substantial career experience in these same fields. Also required is experience supervising a staff team with proven ability to successfully hire, train and motivate a sales and marketing group.

EXPERIENCE PREFERRED

The preferred candidate is already an experienced professional from within the tourism and travel industry. Their career path shows steady growth in responsibilities and compensation. The individual is a self-starter and know how to lead a marketing department. He/She has a proven track record of measurable success in marketing execution and maximizing return from limited marketing resources. The candidate is a proven team builder and team player. This manager has seen the industry change, understands the prevailing challenges, and has adapted successfully to new technologies.

TO APPLY

Qualified candidates are invited to send cover letters and resumes to Frank Lockwood at: frank@durango.org.

The position is open until filled.