



## **VISIT YUMA**

### **Yuma, Arizona**

#### **Position: Marketing Manager**

Department: Administration

Reports To: Executive Director

FLSA Status: Exempt

#### **Summary**

In accordance with the Visit Yuma mission, values statement, and vision, this position works under the direct supervision of the Executive Director to promote Yuma as a premier year-round travel destination to increase travel-related revenue and tax generation. The Marketing Manager is accountable for building, monitoring, and analyzing the Visit Yuma's presence on all social channels, developing content for publications and the web, and administrative functions of Visit Yuma. This position is directly responsible for creating, managing, and implementing campaigns with the goal of enriching Yuma's position within the public eye. This position further requires the ability to manage multiple, concurrent projects and initiatives while maintaining a positive attitude and energy.

#### **Essential Duties and Responsibilities – Marketing Manager**

1. Oversees all aspects of Visit Yuma's marketing program, as assigned by the Executive Director
2. Supervises and determines the assignment of tasks within the marketing program
3. Oversees Visit Yuma's social media platforms and website content
4. Creates daily unique, engaging content in support of broader marketing campaigns for multiple social media platforms and participate on social media on behalf of Visit Yuma
5. Develops detailed plans for social media tactics, resources, and timelines to correspond with overall marketing strategy
6. Responsible for Marketing Department budget
7. Develops and maintains relationships with media representatives
8. Finds and implements new social media marketing strategies and analytics as they develop
9. Prepare detailed monthly analysis framework for social media campaigns, including assisting in the determination of social media objectives, goals, measurements, and effectiveness
10. Collaborates with the team to brainstorm and develop a consistent "voice" for Visit Yuma
11. Writes various types of articles on a wide range of topics for social media, newsletters, a blog, and other publications
12. Responsible for all tracking of media placement (i.e., scoreboard, monthly marketing reports)
13. Updates websites with new content when necessary
14. Assists in the development of publications and materials in desktop publishing

15. Contributes to annual strategic and marketing plans
16. Attends appropriate meetings as needed
17. Assists with local events, activities, and promotions
18. Works in collaboration with other Visit Yuma staff
19. Works effectively with volunteers, Visit Yuma Board of Directors, and committees
20. Performs other appropriate duties as assigned by the Executive Director
21. Completes and submits grant applications
22. Works to promote Yuma through Public Relations
23. Pitches newsworthy articles and stories to media
24. Host and coordinate with visiting writers, bloggers, and other media

### **Minimum Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representatives of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Excellent oral and written communication skills
2. Ability to be creative and engaging in written communication customized by audience and platform while adhering to voice and tone guidelines
3. Experience developing marketing strategies
4. Excellent knowledge of and passion for Yuma is preferred
5. Experience and expertise in all leading social media platforms with a solid understanding of current best practices and trends, analytics, and tracking
6. Ability to handle the pressure of deadlines
7. Work requires written communication skills to accurately edit, proof, and/or compose business correspondence, reports, presentations, and other documents
8. Strong customer service skills
9. Work requires the possession of computer skills including using network and PC for word processing, Excel, database management, PowerPoint, Internet, online systems, e-mail, in a Windows environment.
10. Work requires the ability to hear to take direction, communicate with members, customers, and visitors. Must have ability to hear to place and receive phone calls, make presentations, and determine needs of individuals, groups or organizations.
11. Work requires prioritization, organization, coordination, planning and management skills. Thoroughness and detail-oriented is required, as are aptitude and willingness to learn new processes and accept change. Problem-solving and analytical skills are required to work independently.

### **Skills and Abilities**

1. Required experience: three years verifiable experience in social media management or copywriting. Minimum of 2 years of previous marketing experience or related college coursework.
2. Excellent communication skills to include, written, verbal and presentation skills.
3. Excellent computer skills to include: Microsoft Office Software, desktop publishing skills, keyboarding/typing skills of a minimum of 45 wpm, research and solicitation skills, and technical knowledge of social media platforms.

4. Understand and process many streams of data to show trends.
5. Familiarity with HTML.
6. Experience in grant writing is desirable.
7. Develop and use a sales process to meet the needs of the buyer in accordance with Visit Yuma policies, procedures, and goals.
8. Knowledge and love of Yuma and surrounding communities.
9. Must adhere to strict principles of confidentiality.
10. Excellent organizational, documenting and follow-up skills.
11. Excellent time management skills and the ability to work independently.
12. Must be self motivated and goal oriented.
13. Must have high energy, ability to juggle multiple projects and present a positive, professional attitude and appearance.
14. Necessary and desired characteristics are normally acquired through completion of a four-year degree program, and/or through progressive experience gained through a combination of education and progressive employment. The above information on this description has been designed to indicate the general nature and level of work performed by employees within this job. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.

### **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 sit; handle or feel; reach with hands and arms; talk and hear. The employee is occasionally required to stand; walk; and stoop, kneel, crouch or crawl. The employee must occasionally lift and/or move up to 20 pounds. Ability to travel for long distances, carrying and lifting luggage and promotional materials, standing at trade shows, assembling trade show displays, packing materials and working long hours in a must. Specific vision abilities required by this job include color vision, close vision, and ability to adjust focus. This position will require that job duties may occasionally be performed away from the office and may require performing duties outside in adverse weather conditions. Must have a valid driver's license and transport groups in a van and the ability to work a flexible work schedule that may include early morning, evening or weekend hours.

### **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

*This job description provides only general information about the position. The list of responsibilities, qualifications, skills, and other details is not all-inclusive and may be subject to change.*

### **To Apply**

Each qualified candidate is invited to submit a cover letter, resume and three writing samples to:

Leslie Fain

[leslief@visityuma.com](mailto:leslief@visityuma.com)

*The position is open until filled.*