

Job Description: Creative Services Manager

Deadline for submitting resume: October 11, 2019

The Tempe Tourism Office is a non-profit, 501 c-6 organization that is dedicated to promoting Tempe as a desirable destination for leisure and business travelers. The organization has 13 full-time staff members and board of directors made up of 26 community leaders. We employ several marketing tactics including tradeshows, advertising, social media and public relations efforts to reach our target markets.

Primary functions:

- Capture photographs and video of events, locations, attractions, restaurants, people, and other illustrative and educational material for use in Tempe Tourism Office publications, presentations, and online
- Shoot, edit and publish creative videos for use throughout our website, YouTube, social media ads and b-roll requests
- As needed, create, revise, and develop advertisements, graphics and collateral for a variety of media outlets such as print, video, web and social media
- Oversee projects and outside agencies as they relate to the visual use of the Tempe Tourism Office logo and materials that are needed from various departments i.e. customized sales materials, promotional items, sponsored event signage, facility art and signage, departmental brochures and hand-outs, etc.
- Contact potential vendors with print specifications to obtain price quotes, and delivery deadlines; orders communication-related items
- Manage vendor relationships, which may include photographers, videographers, printers and promotional companies
- Create video pictorials and PowerPoint presentations for use in promoting Tempe Tourism Office sponsored events; designs creative ways to present information visually and in print
- Maintain and manage online Crowdriff media hub photo and video gallery to fulfill requests for photos and video that includes city attractions, events, hotels, and restaurants
- Assist with ongoing updates to the Tempe Tourism Office website
- Coordinate special marketing projects as assigned
- Operate a computer with desktop publishing, graphics, spreadsheet and word processing software
- Interact and communicate in a positive and responsive manner with clients, attendees of events, seminar speakers, and the general public
- As needed, assist with greeting visitors and answering phone calls
- Other duties as assigned

Knowledge and Skills

- Photography and video experience required, with an advance knowledge of Final Cut Pro X or equivalent video editing software
- Graphic design experience preferred with working knowledge of Adobe Creative Suite programs (InDesign, Photoshop, Illustrator, Adobe AfterEffects and Lightroom) and PowerPoint and/or Prezi
- Working knowledge of Microsoft 365 is a plus
- Be able to implement Tempe Tourism Office's brand style guide and messaging in marketing efforts
- Must have a smart phone that supports Facebook, Instagram and Twitter and have an advanced knowledge of these social media channels
- Must be flexible and proactive with projects and schedule
- Ability to visit different locations independently throughout the city
- Knowledgeable about Tempe
- Must possess strong written and verbal communication skills and have excellent phone manner
- Ability to work effectively with all departments in order to meet their needs
- Ability to have flexibility in work week hours to include some weekends and evenings
- Ability to attend events and provide own transportation
- Must be comfortable to engage with business owners, attendees at events and other community stakeholders
- Valid Arizona driver's license required
- Ability to accept criticism and work calmly and effectively under pressure
- Establish and maintain effective and positive working relationships

Required Education and Experience

- Bachelor's degree from an accredited college or university
- 1+ year of graphic design and video editing experience
- Experience managing vendors is a plus

Salary and Benefits

- Salary range: Dependent on experience
- Healthcare: Full medical, dental and eye care with a small employee contribution
- Sep IRA retirement contribution (after one year of service)
- Covered parking
- Two-week vacation after one year of service
- Ability to generate personal time off
- 11 paid holidays per year
- One sick day per month (after 3 month probation period)

Submit resume to:

Michael Martin, Executive Vice President

Michael@tempetourism.com