

Marketing & Communications Director

Visit Ogden

Visit Ogden is a non-profit organization tasked with facilitating economic growth by packaging and promoting the Ogden/Weber area as the preferred convention and visitor destination. We are the county's official destination management organization.

Position Overview

The Marketing & Communications Director is responsible for planning, development and implementation of all of the organization's marketing strategies, marketing communications, and public relations activities, both external and internal. This position oversees development and implementation of support materials and services in the area of marketing, communications and public relations, directs the efforts of the marketing, communications and public relations staff and coordinates at the strategic and tactical levels with the other functions of the Organization. The position reports to the President/CEO and is also accountable to the Board of Trustees.

Responsibilities include (but are not limited to):

- Reflect, articulate, and promote the mission, vision and identity of Visit Ogden.
- Responsible for creating, implementing and measuring the success of a comprehensive marketing, communications and public relations program and all associated budgets.
- Conceive, execute and oversee marketing strategies and communication activities internally or with agency of record including:
 - Digital Marketing Strategies
 - Email Blasts
 - SEO/SEM Strategies
 - Media Relations
 - Media Monitoring
 - Website Development, Enhancement and/or Redesign
 - Content Calendar
 - Social Channels
 - Visitor Guides
 - Supportive Print Materials
 - Any Ongoing Campaign Strategies
- Responsible for maintaining brand identity through all communication channels including digital marketing, video, print, website, brochures, etc.
- Lead special projects as assigned, such as community events and partnership programs.
- Familiar with leveraging data and analytics to provide recommendations and insights to guide marketing strategy.
- Coordinate content needs with Creative Director including written content, photography and video assets.
- Develop and execute co-op marketing opportunities with local, regional, and/or state partners.
- Assist Sales Team in developing and executing a targeted, group business marketing strategy.
- Draft and distribute press releases to support DMO-partnered events and promotions.
- Target media, social influencers, bloggers, etc. to visit Weber County and/or write about its offerings.
- Determine best tools and resources to track and report on media placements to President and Board of Trustees.
- Attend press trips as determined.
- Host media familiarization tours.
- Research best practices, new opportunities, and trends on a regular basis. Share information with internal staff and marketing partners.
- Maintain a well-informed working knowledge of the attractions and services available in the area to visitors.
- Other duties as assigned.

Qualifications:

- Bachelor's degree in Marketing and/or Communications plus a minimum of 5 years' experience; or equivalent combination of education and experience.
- Strong working knowledge of the tourism industry.
- Highly experienced in the areas of Marketing and Communications management including the latest in marketing trends and technology applications.
- Strong knowledge of the greater Ogden area including attractions, things to do, restaurants, hotels and other tourism related assets.
- Strong written, verbal and presentation communication skills.
- Must be able to communicate clearly, effectively and creatively, both verbally and in writing; demonstrated ability to positively interact with Visit Ogden partners, Board of Trustees members and industry representatives.
- Demonstrated ability to respond effectively to the most sensitive inquiries or complaints; must be able to interact tactfully with the media, public and other organization clients and represent the organization in a professional and positive manner.
- Position may require overnight travel, after-hours work, access by CEO and staff at any time, monitoring email and online activity after hours and on weekends.
- Ability to travel and provide own transportation.
- Proficiency with Microsoft Office Suite (Excel, Word, Outlook, PowerPoint).
- Familiar with social media outlets and marketing tactics within social media platforms.
- Capable of working independently as well as part of a team.
- Ability to prioritize and handle simultaneous projects while meeting deadlines.
- Well-organized, self-motivated and proactive.

Physical/Sensory/Cognitive Requirements to Perform Essential Job Function:

- Ability to sit at a desk for 6-8 hours per day, if required.
- Ability to operate a keyboard and view computer screen for 6-8 hours per day, if required.
- Ability to set up or tear down tradeshow booths, events, equipment and marketing materials.
- Must be able to hear and converse via telephone and in person.
- May be required to lift boxes and small equipment up to 50 pounds in weight.

Note: This job description does not intend to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.

To Apply

Please email your resume, cover letter and salary requirements, in Word or PDF format, to:

Sara Toliver
President & CEO
Visit Ogden
sara@visitogden.com

*No telephone calls, please.
The position is open until filled.*

Benefit Package includes medical and dental, paid holidays, vacation, sick leave and 401K plan with matching contribution.