



Visit Santa Rosa

Santa Rosa, California

Position: Director of Marketing

Job Title:	Director of Marketing
Hours:	Full Time - Exempt
Reports to:	Visit Santa Rosa Executive Director
Salary Range:	Based Upon Experience

Position Summary

The Director of Marketing is responsible for the strategy, creation and execution of Visit Santa Rosa's marketing & communications along with overseeing the online presence and outreach in support of Visit Santa Rosa's mission. These responsibilities include multiple channels such as social media, website, e-newsletters and electronic advertising, public relations and marketing. The Director of Marketing will be asked to inspire and engage overnight visitor travel to Santa Rosa and should be a storyteller at heart.

Responsibilities

- Maintain Visit Santa Rosa's website optimizing the user experience and visitor engagement;
- Create and distribute e-newsletters including those to visitors, members and specialty audiences;
- Responsible for Visit Santa Rosa's social media activity including the blog and managing the company pages;
- Prepare and implement VSR's digital and print campaigns including; concept creation, graphic design, and placement strategies;
- Integrate all digital platforms and channels for maximum reach and engagement;
- Implements SEO and other strategies to drive online traffic to visitsantarosa.com;
- Manage and create both daily and weekly content across all platforms;
- Assist the ED and VSR team in the preparation of the annual marketing plan, and marketing budget;
- Supervise and prepare various reports showing results and present to the Board of Directors as necessary;
- Ensure all digital strategies are mobile friendly;
- Monitor and evaluate trends and competition staying on top of the latest/new platforms, recommending changes in current programs that maximize Visit Santa Rosa's effectiveness;
- Direct the coordination of all VSR collateral including the creative concepts, design, graphics and printing;
- Collaborate with regional partners to promote the Santa Rosa and Sonoma County brand;
- Coordinate content with VSR and Chamber partners;
- Be an ambassador for Visit Santa Rosa, the California Welcome Center Santa Rosa and the Santa Rosa Chamber of Commerce in the surrounding community;

- Participate in professional development opportunities including certifications to enhance job performance;
- Attend and represent VSR at local festival and events to promote the destination through various channels;
- Manage the company's digital library;
- Assist the ED with Public Relations and FAM/media trips related to writers and influencers and attend trade shows as the VSR representative;
- Work with the ED and VSR's public relations vendor to create and implement the public relations strategies to include; overall engagement, press releases, events and communications;
- Other duties as assigned by the Executive Director

Preferred Background, Experience & Qualifications

- A passion for tourism and hospitality
- A bachelor's degree in marketing, digital media or communications is preferred
- Excellent verbal and written communication and presentation skills
- Excellent copywriting, editing and proofreading skills
- Knowledge of Santa Rosa and Sonoma County tourism assets
- Experience in working in primary social media platforms
- Experience with web site creation and maintenance
- Experience working in a team environment
- Proficient in computer programs
- Some evenings and weekends required along with the ability to travel for professional development conferences and trade shows
- Strong ability to multi-task and prioritize

To Apply

Send cover letter and resume, via email, to: bradc@visitsantarosa.com

NOTE: Candidates will only be contacted if selected to take next steps in the interview process.

Position is open until filled.

No telephone calls, please,