

MONTEREY

Monterey County Convention & Visitors Bureau

Position Title: Marketing Communications Project Specialist
Reports To: Director of Marketing Communications
Department: Marketing Communications
Job Status, Classification: Full-time Regular, Exempt
Compensation: Dependent on qualifications and experience

JOIN OUR TEAM

The Monterey County Convention & Visitors Bureau (MCCVB) is the destination marketing organization for Monterey County, including the cities and areas of Monterey, Carmel-by-the-Sea, Carmel Valley, Pacific Grove, Seaside, Sand City, Marina, Salinas, Moss Landing, Salinas Valley and Del Rey Oaks, as well as world renowned assets like the Monterey Bay Aquarium, the epic Big Sur coastline, Monterey wine country and iconic Pebble Beach. Tourism is the second largest industry in Monterey and generates \$2.8 Billion in spending and more than 25,000 jobs for the communities. Our vision is to inspire the world to experience our extraordinary destination and our mission is to drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and community.

We are looking for dynamic individuals to join our team of passionate Monterey ambassadors. We work together with our community stakeholders on strategy and vision with integrity, accountability and leadership to reach our stated goals.

Position Summary

The Marketing Communications Project Specialist manages resources to support the collective success of the marketing communications team and achievement of department goals. In this capacity, the position is accountable for the implementation of marketing initiatives defined in strategic marketing plans and campaigns. The Marketing Communications Project Specialist is responsible for the accurate reflection of the MCCVB brand and high standard of quality on all marketing deliverables.

Essential Functions & Responsibilities

- Responsible for scheduling, trafficking, planning and resource management of marketing projects and campaigns from concept through delivery.
- Manages and allocates talent and resources as needed to meet project deliverables and objectives.
- Responsible for ensuring marketing projects are delivered as scheduled and within budget to best possible quality standards.
- Prepares project timelines and manage projects to establish budgets.
- Oversees execution of special projects including the annual county state fair exhibit.
- Has collaborative decision-making responsibility to ensure positive outcomes for marketing initiatives.
- Ensures understanding of program goals and identify communications tools best suitable to accomplish program objectives.

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- Attains project milestones as scheduled and presents final materials on time.
- Develops, maintains and updates comprehensive project files as well as documentation like comps/layouts, specs, special instructions, screenshots, logging, etc.
- Develops and maintains relations and direct communications with Marketing Communications team as well other MCCVB teams.
- Manages day-to-day relationships and communications with content marketing agency and creative contractors to develop and present new design, copy as well as marketing solutions to accomplish marketing goals.
- Manages domestic and international agencies, in conjunction with the Content Marketing Manager and Director of Marketing Communications, to implement leisure, group marketing and advertising programs.
- Ensures correct utilization and execution of MCCVB Brand consistently and appropriately.
- Participates in board-approved marketing strategy as well as planning activities to present opportunities and ideas to assist and enhance marketing and sales results.
- Manages all outside supplier services for art, design and photography, including soliciting bids and negotiating agreements.
- Reports on and distributes results of marketing initiatives in accordance with the strategic initiatives of the organization.
- Provide ideas as well as opportunities to assist and enhance sales results and group marketing.
- Acts as primary liaison for the group sales department and ensures all marketing needs are met.
- Manages and tracks departmental expenses; assists in composing monthly variance notes; contributes to budget planning for upcoming business plans.
- Responsible for vetting of paid media opportunities; proactively makes recommendations that align with marketing strategies.
- Actively contributes ideas for the overall marketing strategy to achieve department goals.
- Writes and edits copy for reports, advertorial content, blogs, advertisements, etc.
- Liaises with strategic and regional partners.
- Proactively suggests and implements process improvements and sets a positive example for the team.
- Creates internal process efficiencies and improves value for stakeholders.
- Creates strategic, integrated content plans in social and digital marketing initiatives in collaboration with peers and others within the organization.
- Contributes to our safe, positive and harmonious work culture and environment.

Other Duties

Please note this job description is not designed to cover or contain all activities, duties or responsibilities that are required of the team member for this job. Duties, responsibilities and activities may change at any time with or without notice.

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Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Required Competencies

- Excellent relational skills and problem solving abilities.
- Superior professional communication and interpersonal skills.
- Proven track record in project management, creative planning, quality control and meeting deadlines
- Ability to prioritize and balance multiple projects simultaneously
- Excellent written and verbal communication skills
- Results driven, proactive and able to work independently and in groups
- Ability to thrive in a fast-paced work environment
- Ability to relate to and work with a wide variety of stakeholders
- Ability to execute tasks and oversee projects with minimum amount of supervision
- Ability to work under pressure and maintain professionalism
- Ability to recognize and maintain confidentiality of information

Required Education and Experience

- Four-year college degree and/or three to five years' work experience in a marketing capacity
- 2-3 years' experience in project management, creative planning, quality control and meeting deadlines
- Experience leading a team, allocating and managing resources
- Experience in strategic program development, planning and implementation
- Experience developing and managing budgets
- Working knowledge of computers including Microsoft Office software and Windows operating systems

Preferred Education and Experience

- Advertising agency experience preferred
- Experience using project management software or tools (e.g. FileMaker Pro, Smart Sheet, and Base Camp) preferred
- Experience in tourism and/or hospitality industry a plus

Supervisory Responsibility

This position has no direct reports or internal supervisory responsibility.

Work Environment

This job operates in a clerical office setting. This role routinely uses standard office equipment such as computers, phones, copiers, and filing cabinets.

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Physical Demands

This is largely a sedentary role with extended time sitting at and using a computer. Some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary.

Position Type/Expected Hours of Work

This is a full-time position. Office hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. Evening and weekend work and participation in events that occur after hours is expected as needed.

Travel Expectation

This position may require up to 10% travel.

Additional Eligibility Qualifications

- Must maintain an excellent attendance record
- Must submit to a background check

Compensation

MCCVB offers a competitive compensation package including semi-annual incentive potential, medical, dental, vision, life and long term disability insurances, paid time off, floating holidays and a 401(k) program.

Interested candidates should submit a cover letter and resume to HR@SeeMonterey.com