

PARK CITY CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU
Park City, Utah

POSITION: Vice President of Marketing

DEPARTMENT: Marketing & Public Relations

REPORTS TO: President & CEO

POSITION PURPOSE

To develop and execute an annual marketing program that sustains and increases year-round tourism to Park City and positively influences visitor behavior in-market. To supervise and direct the marketing department in the implementation of this annual marketing program.

RESPONSIBILITIES

- To develop, execute, and evaluate the annual marketing campaign for the Chamber/Bureau, and to develop detailed budgets for this plan. Assist in the development and execution of the organization's strategic plan, and destination stewardship plan.
- To supervise the implementation of other aspects of marketing such as sales show attendance, travel agent sales, familiarization tours, etc.
- To oversee special marketing programs for visitors.
- To plan and oversee production of community sales materials that support the sales efforts of Chamber/Bureau members.
- Act as liaison to other organizations that have a direct impact on Summit County tourism, such as the Utah Office of Tourism and Ski Utah.
- To develop and implement co-operative marketing efforts with our members, designed to provide benefits to members in a cost-effective manner.
- To supervise and direct the activities of the marketing department including international campaigns, public relations, and digital marketing efforts.

DUTIES

- Work closely with the Marketing Committees, Marketing Council and Agency of Record to design and execute an annual marketing plan which address the goal of attracting overnight visitors to Park City/Summit County. The methods used to accomplish this goal include national advertising, direct sales, production of collateral marketing materials, international sales efforts, special promotions, digital marketing and website development.
- To supervise other related programs, based on the annual marketing plan, such as target city promotions, international sales calls, international sales shows, and presentations. To oversee the implementation of any special programs included in the annual marketing plan, such as prize packages, giveaways, etc.
- Analysis of research including visitor data, which provides valuable information regarding the success of our marketing plans, as well as pertinent information to our member businesses.
- To supervise the production of collateral sales materials related to the marketing department, as well as other departments in the organization. This combined effort provides better cost controls and helps us maintain a consistent image in our sales materials.

- To work closely with other entities involved in marketing the tourism product, including Utah Office of Tourism and Summit Country Restaurant Tax Committee, which provide matching funds toward our marketing effort. This includes applying for appropriate grant opportunities and keeping current on the plans these organizations are using and coordinating our efforts.
- Supervising the activities of staff, including the Director of Tourism Marketing, Director of Digital Marketing, and Director of Communications. Performing annual staff reviews and provide leadership and motivation for staff.
- Assist with new projects related to destination management which may include marketing programs targeted at influencing visitor behavior to mitigate impacts of visitation and to enhance the quality of life.
- Present at appropriate meetings and periodically speak to media and elected officials about PCCB efforts.

QUALIFICATIONS

- Possess at least a bachelor's degree from an accredited college or university with a major in communications, marketing, journalism, public relations, or a related field and at least five years of project management experience in marketing, communications or public relations role.
- Demonstrated ability to conceptualize new projects from concept to implementation and utilizing outside suppliers to develop professional, first-rate publications, newsletters, publicity and website.
- Ability to multi-task, pay close attention to detail, problem solve and suggest creative solutions in an atmosphere of teamwork and professional camaraderie.
- Excellent writing, editing, design, photography, printing and proofreading skills are mandatory.
- An equivalent combination of education or experience may be substituted for the aforementioned qualifications, if warranted.
- Knowledge of the primary tourism target audiences to which we market: skiing/boarding, golf, biking, seniors, travel agents, international, etc.
- Knowledge of the Park City and Summit County tourism product.
- Strong organizational skills; attention to detail; exceptional follow-through.
- Ability to plan and manage a budget.
- Ability to deal effectively with a broad cross-section of marketing partners: Chamber/Bureau members, other Utah and national tourism businesses, local and national media, travel industry, any and all of our target audiences.
- Must be willing and able to travel, work flexible hours including evenings and weekends.
- Ability to manage an advertising agency.
- Ability to handle a multitude of priorities simultaneously.
- Ability to manage any other items not specifically mentioned above.

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:

Send cover letter and resume to: HR@visitparkcity.com

The position is open until filled.