

JOB TITLE: <b><u>MARKETING MANAGER</u></b>	REPORTS TO: <b><u>SALES &amp; MARKETING DIRECTOR</u></b>
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DEPARTMENT: <b><u>Tourism Marketing</u></b>	FAIR LABOR STANDARDS ACT: Full-Time Salaried
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**GENERAL PURPOSE:**

This position is designed to be a key leader of the marketing team responsible for maximizing results from all marketing tools. The purpose of the job is to effectively promote Durango area tourism through marketing, advertising, design, and sales support. The Marketing Manager plays a lead role in developing annual marketing goals, strategies, and tactics for Visit Durango’s advertising plans, digital campaigns, image and promotional video inventory, maps and guides, travel planners, co-op advertising programs, web site performance, and social media outreach. The Marketing Manager will manage the advertising of Visit Durango from conception to placement to measuring results. This role is responsible for managing the advertising budget for consumer advertising and tourism industry mediums. The manager will creatively tell the Durango story through digital and traditional mediums. The manager will creatively collaborate with Durango tourism businesses and industry partners.

**ESSENTIAL DUTIES and RESPONSIBILITIES**

1. Advertising (Domestic & International, B2C & B2B)
  - a) Assures strategic placement of media buys in defined target markets
  - b) Evaluates marketing opportunities, consults with marketing team and external agencies on strategy, tactics, and ROI
  - c) Designs all ads and develops all creative, copy, and taglines
  - d) Creates and manages the advertising budget, billings, and collections
  - e) Effectively negotiates advertising contracts with responsibility for signing advertising contracts up to \$10,000
  - f) Manages the Durango brand. Approves final artwork, meets publication deadlines
  - g) Oversees management of the photo, image and video libraries
  - h) Defines ad purpose and audience target, ad specs and deadlines, messaging/theme
  - i) Manages a timely, responsive, and efficient fulfillment program
  - j) Evaluates and reports on advertising performance, ROI, and KPIs
    - Reviews marketing data analysis

- Provides recommendations based on success of campaigns
- k) Manages co-operative advertising programs
  - Determines annual purpose and budget and goals for co-op ad programs
  - Creates & distributes a comprehensive co-operative marketing program to share with local tourism industry providers
  - Oversees co-operative ad space sales in conjunction with publication sales reps
  - Manages all billings and collections
  - Seeks opportunities to leverage the ad budget
- l) Manages advertising program on Durango.org
  - Works with outsourced sales team to deliver website ads to industry partners
  - Initiates all billings and collections

## 2. Digital Marketing

- a) Responsible for upkeep of Durango.org and adding new business listings
- b) Responsible for overseeing the Marketing Coordinator's social media and email programs
- c) Creates the budget, sets goals, tracks progress for digital marketing
- d) Creates SEO-friendly blogs and other written content in the Durango voice
- e) Creates and implements the SEO/SEM strategy
- f) Ensures the social media and email outreach is well-coordinated with key local and industry resources for maximum effectiveness

## 3. Graphics & Production Management

- a) Designs campaign-ready assets
- b) Designs layouts and processes to deliver a wide range of visual assets/materials and produce documents from design concept to final format
- c) Create graphic design materials for print and online environments, including websites, handouts, posters, newsletters, signage, advertisements, digital marketing assets, etc.
- d) Be current by generating engaging, memorable visual and copy concepts by researching design trends and best practices, new technologies and applications
- e) Contribute to the development, maintenance and updating of graphics, visual identity usage, and logo guidelines
- f) Develop user-friendly templates and provide support to internal teams on working with templates and adhering to corporate brand standards
- g) Ensure graphic design content is aligned with target demographics and key markets identified in the strategic plan

- h) Direct contract graphic designers for select projects, such as the Travel Planner
  - i) Work with print shops using specs to ensure proper formatting of graphics for production including printed collateral and schwag products
4. Reporting and Community Involvement
- a) Leads the monthly Visit Durango Marketing Committee, sets agenda, and facilitates meetings
  - b) Co-creates the annual Strategic Marketing and Communications Plan
  - c) Assures that a monthly marketing report is produced and distributed
  - d) Attends and reports at the monthly Visit Durango board meeting and reports
  - e) Maintains effective connections with CTO and other DMO's
  - f) Attends educational and industry conferences
  - g) Maintains a well-informed working knowledge of the attractions and services available in the area to visitors
  - h) Work to aggregate member information (news releases, awards, initiatives, etc.) for marketing use

## **JOB QUALIFICATIONS**

### Knowledge of...

1. Advertising platforms such as Google Ads, Facebook, AdRoll, etc.
2. Adobe Creative Suite and Graphic Design programs
3. Google Analytics and producing ROI and KPI reports
4. Website CMS systems
5. Proficiency in Microsoft Office suite
6. Producing marketing, advertising and sales plans
7. Setting marketing and sales goals and tracking measurement against goals
8. Marketing budget creation and ongoing fiscal management
9. Creating, conducting, and analyzing marketing research
10. Destination marketing, hospitality or tourism industry

### Ability to...

1. Work collaboratively with Marketing Coordinator, PR Contractor, Sales Manager, Visit Durango team, and outside contractors
2. Write clear and concise marketing, sales and advertising copy
3. Prepare and make marketing presentations using technology, speak publicly
4. Evaluate and utilize marketing software and productivity tools and integrate data into action and measurement
5. Successfully interact with community tourism suppliers and vendors
6. Self-motivate, adapt to change, find creative solutions, think strategically, pay close attention to details, be accurate, earn respect, motivate others, meet deadlines, work as a team member, learn new skills

**EDUCATION or FORMAL TRAINING:**

The ideal candidate will have a Bachelor's degree in Marketing, Graphic Design, Tourism and Hospitality Management, Communications, or Business

**EXPERIENCE PREFERRED:**

1. 3-5 years of Marketing Experience
2. 2+ years of Advertising Management Experience
3. 1+ years of Graphic Design Experience
4. Tourism Industry Experience Preferred
5. Advertising Industry Experience Preferred

**EMPLOYMENT PACKAGE:**

1. Competitive Salary DOE
2. Generous Benefits Including:
  - Full Premium Coverage for Health, Vision, & Dental
  - 17 Days of Vacation Annually
  - 8 Paid Holidays Annually
  - 6 Sick Days Annually
  - 401k Matching
  - Partial Cell Phone Reimbursement
  - Dog-Friendly Office

**WORK ENVIRONMENT:**

Candidate must be able to focus in an open work space. Position requires hearing, talking, sitting, standing, walking stairs, lifting 25 lbs. or more. This position involves occasional domestic travel.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as established to meet the ongoing needs of the organization.

**HOW TO APPLY:**

Email [rachel@durango.org](mailto:rachel@durango.org) with one PDF document containing:

- Cover Letter
- Resume
- 2+ Graphic Design Samples
- 2+ Writing Samples

*The deadline to apply is January 12, 2020*