



## **POSITION DESCRIPTION**

**FOR:** Pasadena Convention and Visitors Bureau (CVB)

**POSITION:** Marketing Specialist

**REPORTS TO:** Director of Marketing and Communications

**PAYROLL STATUS:** Regular, Full-Time

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The person in this position will be responsible for managing the Pasadena CVB's creative content in marketing campaigns. Pasadena is fun, dynamic and beautiful – providing a rich subject that will nourish their creativity and nurture their passion.

Located just north of Downtown Los Angeles, Pasadena offers an exciting combination of urban sophistication and fun. Visitors stroll through Old Pasadena, a popular 22-block area filled with 200 national retailers, boutiques, clubs, and 500 restaurants. They are inspired by 150 acres of gardens, priceless literary works and artistic masterpieces at The Huntington Library, and Botanical Gardens. They explore seven centuries of acclaimed art at The Norton Simon Museum, or priceless architecture at the Gamble House. They enjoy live theatre, play a round of golf, and visit the famous Rose Bowl Stadium. Pasadena plays host to widely noted sporting events including the Amgen Tour of California, the US World Cup, and the Rose Bowl game which has been held annually here for over 100 years.

Our Pasadena Convention Center and Civic Auditorium is the venue for a wide variety of noteworthy events, including many different genre consumer conventions ("-Con's"); business conventions – global and local alike; stage performances; talent shows; television awards shows; and group celebrations. Plus, our Ice Skating Center offers programs 20 hours every day of the year!

### **JOB SUMMARY:**

The primary responsibility is to execute marketing programs and campaigns across various print and digital platforms which promote Pasadena as a premier meeting and leisure destination. This includes collateral design of all mediums which impact our CVB brand. Graphic and photo artwork, along with videography, and internet designs are a particular emphasis. The successful candidate must be organized, innovative and possess excellent interpersonal skills. The ideal candidate handles pressure, takes responsibility, adapts to change, is energetic, and is driven to deadlines.

### **PRIMARY ACCOUNTABILITIES:**

- Design and take to completion, marketing materials - newsletters, advertisements, Pasadena's visitors guide, brochures and electronic content
- Deliver marketing projects as scheduled and within budget, to best possible quality standards
- Ensure correct and consistent use of the CVB brands
- Regularly refresh websites, online calendar of events and the Explore Pasadena smart device app
- Manage website and website placement on search engines to optimize reach
- Provide compelling creative visual content for use on social media



- Manage our collection of photography and videography
- Develop and implement a digital advertising strategy that complements print advertising efforts
- Maintain a well-informed working knowledge of Pasadena as a destination, as well as of the Pasadena Convention Center, Civic Auditorium and Ice Skating Center.
- Develop and manage outside partners such as designers, photographers, videographers
- Write, proofread and edit copy for various content as needed
- Generate monthly and year-end marketing reports for websites and social media
- Remain up-to-date on technologies and trends to provide recommendations on improving overall user experiences and ease of navigation for various audiences

**QUALIFICATIONS:**

- Four year college degree required or five to seven year's work experience in a marketing capacity
- Three to five years' experience in the marketing field, experience in tourism and/or hospitality a plus
- Excellent communication skills both verbal and written.
- Ability to manage multiple projects in a fast paced environment.
- Strong organizational skills and attention to detail.
- Familiarity with destination a plus.
- Proven experience and success using social media.
- Working knowledge of MS Office programs; Photoshop, InDesign and WordPress.

**TO APPLY:**

*Each qualified candidate is invited to submit a cover letter and resume: [resumes@pasadenacenter.com](mailto:resumes@pasadenacenter.com).*

*The position is open until filled.*