



## **Position: Marketing Manager**

### **Position Profile**

The Marketing Manager will assist the Vice President Marketing with developing and maintaining all marketing initiatives for Beverly Hills Conference & Visitors Bureau. The position will be responsible for curating and distributing content through the organization's marketing channels, which include, but are not limited to, social media, website, eCommunications, print and events. Candidate must be organized, innovative and have excellent writing skills.

### **Key Responsibilities**

#### *Strategy*

- Oversee content across all marketing channels
- Assist Vice President Marketing with annual marketing plan
- Assist Vice President Marketing with marketing department quarterly and annual reporting
- Proactively manage external vendors and agencies as necessary to optimize the organization's impact
- Work closely with Vice President Marketing and Senior Communications Manager on all major marketing and communications efforts to develop consumer and channel-relevant content
- Act as the destination authority actively seeking updated information and content on events, specials & packages from hotels, restaurants, retailers, attractions, etc. Secure participation in campaigns, as needed

#### *Advertising*

- Manage all advertising campaigns and the agencies that contribute media and graphic design services
- Research new platforms to better target the destination's demographic and receive substantive ROAS/ROI reporting

#### *Print Collateral*

- Manage the editorial content, photography and layout for print materials, including the visitor guide compendium and other collateral

### *Social Media*

- Oversee the development of a social media strategy in conjunction with the Vice President Marketing and social media agency; strategy must be aligned with organization's overall brand identity, audience and objectives
- Manage BHCVB's social media and User Generated Content (UGC) agencies
- Responsible for the day-to-day content development and account maintenance of BHCVB's social media accounts
- Plan and manage paid social media advertising campaigns with agency
- Record and report on social media and digital performance statistics
- Support key BHCVB marketing campaigns and programs including, but not limited to: Fall/Spring hotel campaigns, BOLD Summer and Holidays and Chinese New Year

### *Website*

- Oversee agencies handling BHCVB SEO/SEM/UGC and website/interactive strategies, both domestic and international efforts, where applicable
- Assist in creating and uploading website content which will be promoted through social media and monthly consumer eNewsletters
- Work with Visitor Center Concierge to ensure all business listings, events and specials & packages are up to date
- Actively research improvements to keep the website current, relevant and useful to destination visitors

### *eCommunications*

- Manage relationship with consumer eCommunications vendor to maximize reach and results
- Draft, upload, test and send BHCVB Visitor, Partner, Media, Trade and ad hoc eNewsletters on a monthly basis
- Report monthly eNewsletter statistics to Vice President Marketing

### *Events*

- Assist Vice President Marketing with planning and production of large-scale BHCVB events
- Lead planning and execution of smaller-scale events
- Assist Vice President Marketing and Senior Manager Operations, as needed, with strategy or planning of Visitor Center events

### **Qualifications/Requirements**

- A minimum of three (3) years of related marketing experience
- Experience with luxury brands preferred
- Strong verbal and written communication skills
- Ability to work under deadlines and manage multiple projects in a fast-paced environment
- Excellent decision-making, problem solving, time management and organization skills
- Flexibility and attention to detail is an absolute must
- Strong analytical abilities, visual and aesthetic sense
- Self-motivated and proactive
- Knowledge of Microsoft suite of programs (Word, Excel, Outlook, etc.)
- Basic Photoshop and Adobe Illustrator experience

### **Salary**

Salary is commensurate with qualifications and experience. Competitive benefits package includes medical, dental, 401(k) and 9/80 work schedule

### **To Apply**

Please send resume and cover letter, including salary requirements, to:  
[info@lovebeverlyhills.com](mailto:info@lovebeverlyhills.com)

*The position is open until filled.*