

MARKETING MANAGER **CITY OF SOLVANG**

THE CITY OF SOLVANG IS SEEKING A **MARKETING MANAGER** to oversee the operations and activities for **Solvang USA/Visit Solvang**, including a marketing & operations budget of \$550,000, marketing contract management, Visitor Center contract management, sales, special events, and budgeting specific to tourism. They will report to the City Manager and work to position Solvang as a premier, year-round vacation destination. The goal of this role is to attract visitors to the area, increase occupancy rates and tourism spending, and maximize the number of off-season and return visitor trips. An essential priority of this role is to influence tourists to stay at local hotels and frequent Solvang's eclectic businesses. The Marketing Manager will be a talented communicator, public speaker, and highly persuasive in their marketing efforts, and they will serve as the Clerk for the Tourism Advisory Committee. The ideal candidate will have exceptional customer service skills and the ability to stay organized while multitasking. They will have a demonstrated knowledge of the tourism industry and its unique marketing needs. If you love the Danish culture Solvang has to offer and have next-level creative capabilities, apply today! **\$75,379–\$94,265**
DOE/DOQ



the COMMUNITY & CITY

WITH A POPULATION OF APPROXIMATELY 6,100, located in Santa Barbara County, the City of Solvang is known as “The Danish Capital of America.” Just 34 miles north of the City of Santa Barbara and 21 miles from the Pacific Coastline, the historic Danish village of Solvang offers the best of the Santa Ynez Valley and Santa Barbara wine country in a relaxed and peaceful setting. You can indulge in authentic Danish pastries at Solvang’s world-famous bakeries, while strolling through the village to admire the old-world European architecture. Food and wine lovers will find more than 120 wineries throughout the Valley, with beautiful vineyards to explore, and plenty of farm-to-table dining options. This picturesque city is known for its many annual events, including Julefest and Danish Days, both of which celebrate the city’s heritage; along with charming boutiques and quaint shops; family-oriented attractions and recreational activities are plentiful! Solvang is an ideal place to live, work and play – a place where you can have a great career and is a safe and exceptional location to raise a family or retire!

Solvang is a Charter City, operating under the City Council/City Manager form of government. City leadership is committed to the preservation of Solvang’s unique character and quality of life of its residents. Solvang has an annual budget of approximately \$20 million and a staff of approximately 30 employees serving an engaged and invested community.



the DEPARTMENT

THE MARKETING MANAGER will work within the Administration Department reporting directly to the City Manager.



GOALS OF THIS POSITION

- ▶ Drive leisure to Solvang's hotels and resorts
- ▶ Drive visitors to local shops and restaurants

KEY PROJECTS

- ▶ Working with the Julefest committee to create this annual event
- ▶ Coordinating a tradeshow program
- ▶ Developing systems for tracking and reporting marketing activities



the JOB/IDEAL CANDIDATE

THE MARKETING MANAGER ROLE SERVES an essential function of promoting Solvang as a premier travel destination. They will serve as the Clerk for the Tourism Advisory Committee and work under the policy direction of the City Manager to manage operations and activities for Solvang USA/Visit Solvang including marketing contract management, Visitor Center contract management, sales, special events, and budgeting specific to tourism. The key functions of this role are to increase occupancy rates and tourism spending, maximize the number of off-season and return visitor trips, and attract more visitors to the area. Common job duties include overseeing a marketing & operations budget of \$550,000, building a brand presence, managing marketing and communications programs and efforts, and creating marketing strategies.

The Marketing Manager will be a natural leader, as they will work closely with the Marketing Consultant to create, update, and maintain content for the Solvang USA website. They will be highly creative and a strategic thinker, making thoughtful decisions about Solvang's advertisements, website, social media, digital communications, partnerships, and public image. They will attend a variety of events, requiring candidates to be strong communicators and public speakers. Other desirable skills include relationship building, content creation, and marketing research.



THE IDEAL CANDIDATE WILL ALSO...

- ▶ Conduct research for the economic impact of tourism and program effectiveness.
- ▶ Manage stakeholder, partner, and supplier relations.
- ▶ Act as a liaison between event producers and the City of Solvang.
- ▶ Have proficient use of Microsoft Office programs, such as MS Word, MS Excel, and PowerPoint.
- ▶ Demonstrate the ability to work and make decisions proactively, take initiative, and prioritize, plan, and meet deadlines.
- ▶ Understand the tourism industry, its vocabulary, and its unique sales and marketing needs.
- ▶ Be comfortable collaborating and working with a team.



EDUCATION STANDARDS

- ▶ Bachelor's degree in business, hospitality and tourism, marketing, communications, or public relations.
- ▶ Five (5) years of experience in hotel, hospitality and tourism, economic development, CVB sales, and management. CVB experience is preferred but not required.
- ▶ Three (3) years of management experience
- ▶ Possession of a valid California Driver's license
- ▶ Ability to work evenings and weekends and be able to travel as necessary



SALARY & BENEFITS

Annual Salary **\$75,379–\$94,265 DOE/DOQ**, and an attractive benefits package that includes:

RETIREMENT. 2% at age 62 non-classic members, classic members: 2.5% at age 55, based on provisions of the California Public Employees' Retirement System (CalPERS). The City participates in Social Security.

DEFERRED COMPENSATION. The City offers deferred compensation plans for employees to set aside a portion of their salary on a pre-tax or after-tax basis to supplement retirement.

HEALTH INSURANCE. PPO or HMO Medical, Dental, and Vision Care are offered through the City to all full-time employees and their eligible dependents. If you opt out and purchase medical insurance elsewhere, the City provides a Cafeteria amount of \$600 per month.

OTHER INSURANCE. Basic Life insurance and Long-Term Disability benefit

FLEXIBLE SPENDING ACCOUNT. Employee contribution optional.

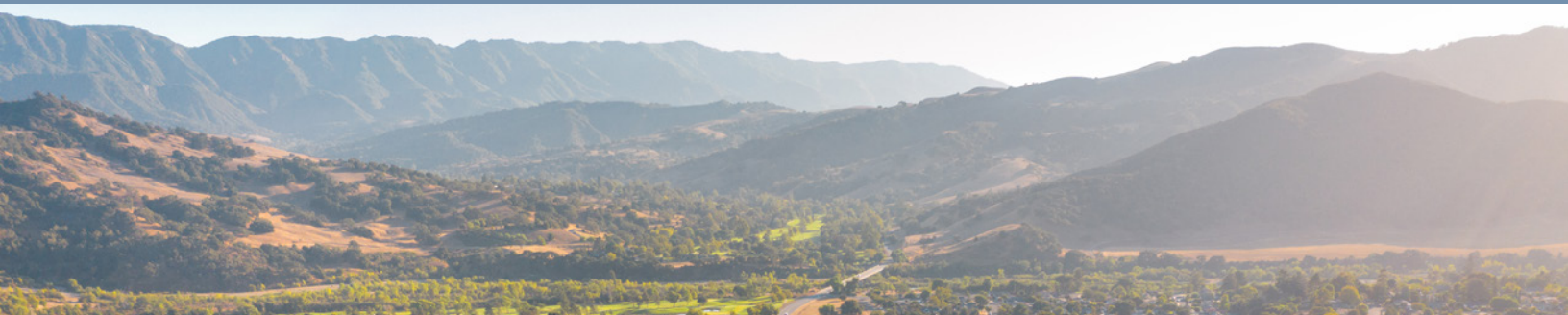
HOUSING ALLOWANCE. \$500 per month

VACATION. Employees receive 10 days per year, increasing to 15 days after five years of services, and 20 days after 10 years of service.

LEAVES. Employees receive 12 days per year with unlimited accumulation.

HOLIDAYS. 11 designated days per year and two floating holidays.

CELL PHONE ALLOWANCE. This position is eligible for a \$50 per month cell phone allowance.



HOW_{to} APPLY

For first consideration, **APPLY ASAP**, by completing an application and attaching a cover letter and your resume at:

APPLY HERE

Please contact Xenia Bradford with any questions:
xeniab@cityofsolvang.com | 805.688.5575 x204

The City of Solvang is an equal opportunity employer encouraging workforce diversity.