

Job Title: Vice President of Marketing and Communications

Job Category: Marketing - Exempt

Reports to: President & CEO

Summary: This leadership position is responsible for leading and directing all functions of the Marketing Department, including advertising, promotions, social media, PR, website development/content, graphic and brand design, and the Welcome Center. This position oversees and directs strategic thinking and translating insights into impactful actions; develops and executes both short and long-term strategies to increase overnight hotel stays enhancing the City of Alpharetta's visibility and appeal. Key responsibilities include: creating and implementing marketing campaigns across all platforms; directing the development of advertising, branding, and promotional materials; identifying new marketing opportunities and partnerships; managing content strategy for the website and digital platforms; managing photography and videography; conducting research and analyzing travel trends and market forecasts to develop strategies; producing reports to track marketing performance for the development of strategic planning; ensuring a consistent, engaging public image of the bureau across all touchpoints; serving as the bureau's point of contact for public and media inquiries; supporting the President with special projects and strategic initiatives as needed.

Duties and Responsibilities:

Marketing, Advertising, Promotions, PR, Social Media:	
Develop and implement specialized marketing plans, which include all marketing components: advertising, communications, website, public relations, publications, creative, direct mail, exhibits, sales promotions, collateral materials, special promotional items, and visitor information and services, etc. (lead all aspects of marketing and the team)	
Develop the annual Alpharetta CVB marketing plan	
Develop the Annual Meeting presentation, coordinate and direct all individuals speaking, program, collateral	
Work with the state tourism office on leisure and convention opportunities through the state's channels when appropriate	
Direct the improvement of the visitor experience through the enhancement of the destination product	
Analyze information derived from sales and visitor information activities, prepare employee evaluations/reviews, prepare a budget for marketing, and process expenses with coding	
Manage the Bureau's marketing budget	
Research and stay current on travel trends (industry, individual business, leisure and group travelers)	
Maintain national, regional, state and local profile in travel industry through associations and marketing cooperatives	
Oversee and manage the Welcome Center Operations	
Research, identify and recommend publications that give the ACVB the best exposure to target business and leisure travelers and group business (International, National, Regional, State, County, City and local)	
Create and maintain the development of the Alpharetta CVB Branding	
Create all collateral including, but not limited to the Visitors Guide, maps, sales guides, facilities guides, seasonal promotions, shopping, dining, attractions, events, posters, fliers, banners, etc.	
Write copy for publications, articles, editorial, advertorial as needed	
Oversee PR and Social Media campaigns and communication activities coming from the bureau	
Review electronic newsletters, press releases, and any other communications from the bureau and make recommendations and changes before going public	
Develop database that maintains documentation on all publications and advertisements for reports	
Update and maintain advertising sales kits from various publications for research and planning	
Plan, organize and execute all photo and video related programs representing the bureau	
Create a comprehensive ad production schedule for contracted ads	

