

Job Title: Director of Marketing

Job Category: Marketing - Exempt

Reports to: President & CEO

Summary: Manages and leads Marketing Department. Responsible for developing ad strategies for the bureau; oversees the creation of ads, collateral materials and marketing activities; responsible for identifying market opportunities and developing short and long-term marketing strategies with the objective of attracting overnight business. These strategies will include marketing measurements, advertising, creative website content, coordination with marketing team (Creative Services Manager, Brand & Website Manager, Director of PR & Communications, Social Media Manager), conducting research and creating special packages & promotions that runs through the various marketing channels. This position is responsible for supervising the responsibilities of the following managers: Creative Services, Brand & Website, and Welcome Center. Responsible for identifying, analyzing & forecasting industry market trends, analyzing tourism industry research and report findings. Assists President as needed.

Duties and Responsibilities:

Marketing, Advertising, Promotions:	
Develop and implement specialized marketing plans, which include all marketing components-advertising, communications, website, public relations, social media channels, direct sales, direct mail, digital marketing, publications, exhibits, sales promotions, collateral materials, and visitor information services (lead coordination of team in marketing)	
Develop, create and print the annual Alpharetta CVB marketing plan	
Develop and manage the marketing budget annually	
Work with the state tourism office on tourism and convention cooperative advertising programs when appropriate	
Perform managerial duties, such as analyzing information derived from ADR, occupancy, revPAR sales reports and visitor information activities, preparing employee evaluations/reviews, a budget, reports, and processing expenses	
Research and stay current on travel trends (industry, individual business and leisure travelers, group travelers)	
Maintain national, regional, state and local profile in travel industry through associations and marketing cooperatives	
Oversee and manage the Welcome Center responsibilities	
Research, identify and recommend publications that would give the ACVB the best exposure in order to target group, business and leisure visitors, to include International, National Regional, State, County, and City (local)	
Create and maintain the development of the Alpharetta CVB Branding Guidelines	
Create all collateral, to support sales, leisure and business travelers including, but not limited to the Visitors Guide, maps, sales guides, facilities guides, seasonal promotions, shopping, dining, attractions, events, posters, fliers, banners, window clings, mall panels, bus wraps, brochures, directory map, QR codes, banners, etc.	
Write copy for publications, articles, editorial, advertorial as needed and/or directed by President & CEO	
Develop database and document all publications and advertisements	

Staff Welcome Center as needed	
Develop Trade Show booths/pull up banners, etc. to support sales & leisure marketing efforts	
Implement the consumer advertising objectives designed to reach the leisure travel market in the feeder markets (Southern states and cities)	
Produce & manage co-op marketing collateral for Hospitality Highway & other appropriate co-op opportunities	
Develop advertising programs and manage the advertising production schedule and oversee the creation of all advertisements	
Oversee the Creative Services & Brand & Website Manager positions and responsibilities outlined in their job descriptions	
Assist the Creative Services & Website Manager with any design issues relating to the website	
Oversee Simpleview logistics and training of hotel representatives	
Develop advertising programs to determine which markets we need to target and maintain consistency	
Prepare special audio-visual presentations, PowerPoint presentations, for staff as well as maintain information for sales on iPad presentations. Work with audio visual equipment for presentations	
Maintain specs and info on sales presentations for sports facilities, meeting spaces and hotels	
Maintain and update Crisis Management Plan	
Handle photography and videography for the Bureau	
Direct, analyze and develop the advertising and reporting for Ravenel's digital advertising plan	
Work with Website Designer, Rhyme & Reason, for all website updates	
Maintain info and operating system with company on HootBoard	
Ensure website updates are conducted through Wordpress	
Ensure website statistics are conducted through G4 reporting	
Develop report for monthly Board meetings	
Ensure Site Improve is reviewed to fix broken links and misspelled words on website	

Job descriptions are not intended and should not be construed to be an exhaustive list of all responsibilities, skills, efforts or working conditions associated with a job. They are intended to be reflections of the principal job elements essential for that position. The Alpharetta Convention and Visitors Bureau reserves the right to revise this description, as necessary. The person in this job is subject to the supervisor or President adding, deleting or changing responsibilities.