

Director of Marketing & Communications

Reports To: President-CEO

Department: SALES

Status: Full Time, Exempt

Position Overview

VisitColumbusGA is seeking a dynamic and visionary Director of Marketing and Communications to lead our efforts in promoting Columbus as a premier destination for visitors. This enthusiastic and strategic leader will oversee all marketing, branding, and communication initiatives, ensuring alignment with our mission to inspire unforgettable experiences in Columbus, Georgia. This role is perfect for a creative thinker with a passion for storytelling, innovation, and community engagement. This position will work closely with the Director of Sales to assist in digital marketing assets and social media for meetings, conventions, trade shows, sporting events, and leisure tourism.

As Georgia's second-largest city, Columbus offers an exceptional blend of urban sophistication and outdoor adventure. Our city boasts the world's longest natural urban whitewater rafting course along the Chattahoochee River, a vibrant downtown entertainment district, and nationally recognized museums. Home to Fort Benning and major corporations including Aflac, Total Systems, Pratt & Whitney, and WC Bradley, Columbus combines a robust business environment with unique meeting districts, outstanding entertainment options, and a vibrant arts and culture scene.

The Director will have the ability to help shape the Marketing & Communications department, with the ability to immediately hire a Marketing Coordinator and lead efforts that will combine many local partnership efforts. This role demands an innovative strategist capable of developing and implementing comprehensive marketing initiatives to attract visitors to our community, while also being the storyteller of our destination, working alongside our Marketing agency and social media manager. Success in this position requires building and maintaining strong partnerships with attractions, cultural arts community, hotels, venues, and key community stakeholders while leveraging Columbus's distinctive assets to drive economic impact through increased visitation and room night generation.

The ideal candidate will bring demonstrated marketing leadership experience in destination marketing, paired with the strategic vision to capitalize on Columbus's unique position in the Southeast. This role offers the opportunity to showcase our city's extraordinary combination of military heritage, outdoor recreation, arts and culture, and "Only in Columbus" experiences to a global audience.

Essential Functions and Responsibilities

Strategic Leadership

- Develop and execute integrated marketing and communications strategies to drive tourism and enhance the destination objectives to increase market share and destination awareness
- Lead the creation of compelling content across digital, print, and social media platforms.
- Oversee media relations, advertising campaigns, and public relations efforts
- Manage the organization's website, ensuring content is current, engaging, and aligned with brand standards, working with our advertising agency who manages the website.
- Collaborate with internal departments and external partners to support events, promotions, and campaigns.
- Supervise the development of marketing collateral and promotional materials.
- Track and analyze marketing performance metrics to inform strategy and optimize results
- Lead and mentor a newly established marketing team, establishing clear goals and accountability measures
- Create and implement innovative marketing initiatives to capture new market opportunities and expand existing markets.

Business Development

- Establish and maintain strategic relationships with key stakeholders, including Columbus Cultural Arts Alliance, attraction partners, media outlets, and industry decision-makers
- Represent VisitColumbusGA at industry conferences and networking events
- Develop and oversee implementation of targeted meeting campaigns based off current market research
- Initiate and nurture relationships with local hospitality partners to create compelling destination packages and experiences

Operational Management

- Creation of a Marketing Business Plan that aligns with the strategic vision of VisitColumbusGA
- Collaborating with Department Heads on the monthly reporting process
- Provide regular performance reports to the President/CEO and Board of Directors
- Implement and monitor key performance indicators (KPIs) to measure effectiveness and team performance
- Lead monthly meetings with the Arts and Marketing community and other stakeholders

Team Development

- Recruit, train, and develop marketing team members
- Establish performance metrics and conduct regular evaluations and one on one meetings
- Create professional development opportunities for team members with the President/CEO
- Foster a culture of high performance, excellence, innovation, accountability, and fun

Required Qualifications

Education and Experience

- Bachelor's degree in marketing, communications, business, hospitality management, or related field (master's preferred)
- Minimum of 5 years of experience in marketing leadership, preferably in tourism, hospitality, or destination marketing.
- Or any combination of education, training and experience which provides the required knowledge, skills, and abilities to perform the essential functions of the job
- Proven success in developing and executing marketing strategies
- Strong leadership, communication, and project management skills
- Experience with digital marketing, analytics, and content creation
- Ability to work collaboratively and build strong relationships with stakeholders

Knowledge and Skills

- Extensive knowledge of the meetings, conventions, and tourism industry
- Strong understanding of destination marketing tactics and strategies
- Self-motivated, willing to learn and create new processes, and comfortable with direction while also being self-managed.
- Ability to work and make decisions proactively, take initiative, prioritize, plan, and meet deadlines.
- Excellent relationship-building and networking abilities
- Advanced presentation and communication skills
- Proficiency in Microsoft office, CMS systems, Canva, and analytics tools

Additional Requirements

- Valid driver's license
- travel (estimated 25% of time)
- Flexibility to work evenings and weekends as needed

Physical Requirements

- Ability to sit, stand, and walk for extended periods, particularly during meetings, conferences, and events.
- Ability to travel frequently (via car, plane, etc.) as required for client meetings, industry events, and presentations.
- Ability to navigate and participate in various events, including attending trade shows, conferences, and networking activities, which may involve prolonged standing, walking, talking and lifting/carrying items, up to 25 pounds
- Ability to work in a fast-paced office environment with frequent computer and phone use for extended periods.

Compensation**Competitive salary commensurate with experience**

- Comprehensive benefits package including health, dental, and vision insurance. STD, LTD, and Supplemental Insurance
- Retirement plan with employer contribution
- Paid time off and holiday schedule

To Apply: Those interested in applying should send a cover letter and resume to Kim Gonzalez, kgonzalez@visitcolumbusga.com.

Columbus Convention & Visitors Bureau an Equal Opportunity Employer