Philadelphia Convention & Visitors Bureau

JOB DESCRIPTION

Job Title: ***Director of Marketing***

Department: ***Marketing & Communications***

Reports to: ***Executive Director of Marketing & Communications***

FLSA Status: ***Exempt***

POSITION SUMMARY

The Director of Marketing will lead a team of marketing employees and oversee the development and implementation of the organization's marketing and advertising strategies. This position reports to the Executive Director of Marketing & Communications and will play an integral part in the execution of the PHLCVB strategic business plan as it relates to the supporting plans for the Marketing & Communications department and the various departments they serve. This includes the development and execution of multi-channel marketing projects and activities, from conception to completion, that support the Convention Sales, Convention Services and Group Tour Departments of the Philadelphia Convention & Visitors Bureau (**PHL**CVB) and the Pennsylvania Convention Center (PCC) to generate leads and increase sales, as well as supporting the overseas international tourism efforts of the Tourism department and their overseas partners. This position will also lead the ongoing efforts of the department to help ensure a unified implementation of the PHLCVB brand throughout the organization.

ORGANIZATION STRUCTURE

Direct Reports: Senior Marketing Manager; Digital Marketing Manager

PRIMARY DUTIES AND RESPONSIBILITES

- Develop and implement an integrated organization-wide strategic marketing plan to strengthen the PHLCVB brand identity across customer, member, key stakeholder and public official audiences and broaden awareness of Philadelphia as a premier, diverse destination for meetings, conventions and global tourism.
- Identify challenges and emerging issues faced by the industry and organization. Work with the staff to recognize internal and external marketing opportunities and solutions, and define and execute appropriate strategies to support them.
- Oversee the management of the paid media budget and media buying firm(s) for paid media planning, program reporting and analysis for all domestic and overseas media schedules in support of domestic Convention Sales (including PHL Diversity, PHL Life Sciences and PHL Sports sales efforts), domestic Group Tour, overseas international Tourism co-op and travel trade partner programs as well as overseas meetings and conventions.
- Oversee the management of the creative agency and other outside vendor partners on strategy, marketing goals, campaign creation and development of all marketing-related advertising and collateral materials.
- Oversee the programs and activities created and managed by the marketing services team in support of all **PHL**CVB department "clients" and the sales/marketing team of the Pennsylvania Convention Center (PCC)., as well as those of the overseas partners and agencies working with the Tourism department.
- Oversee and guide all aspects of the efforts of the Digital Marketing Manager responsible for the ongoing content refresh, maintenance and future developments of the PHLCVB website.
- Manage the annual budget for all marketing-related activities.

- Responsible for the overall **PHL**CVB brand look and feel, to ensure consistency in all **PHL**CVB internal and external communications.
- Work to increase awareness/leads/inquiries for the conventions and meetings market by developing research-based, (primarily B-to-B) strategic marketing programs that uniquely position the PCC, along with Philadelphia and the region as a world-class meetings and convention destination, targeting meeting planners, exhibitors, and attendees.
- With the Executive Director of Marketing & Communications, serve as the marketing services main point of contact with the PCC.
- Work with the Director of Communications on content and messaging synergy. Together, identify new communications venues and key messages.
- Lead the development and implementation of marketing services-related processes and procedures to be implemented within the department as well as project management and communication with all department "clients".
- Oversee marketing team members responsible for the creative development and implementation of programming for major member and stakeholder outreach events, such as the **PHL**CVB annual luncheon, annual business report meeting and Town Hall customer updates.
- Ensure that all **PHL**CVB marketing materials are inclusive and diverse.
- Work with the Executive Director in partnership with the Director of Communications and the senior leadership team on corporate positioning and community outreach that embraces all aspects of diversity and inclusion.
- Manage the marketing team to support the development and execution of the marketing strategy.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis.

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QUALIFICATIONS

***Education/Experience*:**

Bachelor's Degree in Marketing, Communications or related field from a university/or college preferred; Minimum of 10 years related work experience. Travel industry experience a plus. Master's degree preferred, but not required.

Skills:

- Prior destination marketing and knowledge of Philadelphia preferred
- Extensive experience with branding and integrated marketing programs
- Extensive experience executing marketing campaigns and media planning
- Experience in all digital media (web, mobile, CRM, e-communications, etc.)
- Experience managing multiple team members and tasks under deadline pressure
- Ability to interface with internal departments to achieve goals
- Ability to build relationships with many external groups
- Excellent organizational skills, creative thinking, and the ability to meet deadlines
- Excellent written, verbal and editing skills
- Ability to prioritize and handle multiple projects simultaneously in a fast-paced environment
- Energetic, self-starter and resourceful problem solver – gets things moving and keeps them on track
- High level of professionalism, integrity and confidentiality
- Good analytical and organizational skills with consistent attention to detail
- Strong interpersonal and time-management skills
- Flexibility under time requirements and changing deadlines

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This job description is not intended to be all inclusive. You will perform other reasonable related duties as assigned by your immediate supervisor(s). The administration reserves the right to change or revise the job duties and responsibilities as the need arises.