



Philadelphia Convention & Visitors Bureau

JOB DESCRIPTION

Job Title: Marketing Manager
Department: Marketing & Communications

Reports to: Director of Marketing
FLSA Status: Exempt

POSITION SUMMARY

Under the supervision of the Director of Marketing, this account management position will have one direct report (a Marketing Specialist), who together will be responsible for the development and implementation of multi-channel marketing campaigns that support the Convention Sales and Services Divisions of the Philadelphia Convention & Visitors Bureau (PHLCVB) and the Pennsylvania Convention Center (PCC) to generate leads and increase sales. The team will also provide similar marketing support for the various other department “clients” within the organization, working with internal staff as well as creative and media vendor partners. This position will also assist with the on-going efforts of the department to help ensure a unified implementation of the PHLCVB brand throughout the organization.

PRIMARY DUTIES AND RESPONSIBILITIES

- Assist with implementation of programs and activities created and managed by the marketing services team and provide marketing services support to all PHLCVB department “clients” and the PCC’s sales/marketing team, as well as those of the overseas partners and agencies working with the Tourism department.
- Designate the duties and responsibilities for the Marketing Specialist. Provide guidance when needed and create opportunities for growth.
- Ensure consistency of the overall PHLCVB brand representation in all PHLCVB internal and external communications through print, video and digital executions. Also oversee usage of the PHL mark to represent the City of Philadelphia by the PHLCVB.
- Support the Director of Marketing in efforts to increase awareness/leads/inquiries for the conventions and meetings market through implementation of B-to-B and B-to-C strategic marketing programs targeting meeting planners, exhibitors, and attendees.
- Meet with PHLCVB “clients” on a regular basis to ensure marketing needs and tactical programs are being implemented.
- Work with PHLCVB creative and media agency partners and member vendors to create advertising and marketing campaigns, videos, printed collateral pieces, signage and specialty items to further our messages and brand.
- Work with the Sr. Content Manager on messaging synergy.
- Oversee all creative development surrounding the PHLCVB annual luncheon, annual business report meeting and town hall sales update events – including invitations, signage, programs and video components of presentation.
- Ensure that all PHLCVB marketing materials are inclusive and diverse.
- Manage other marketing duties as assigned.



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QUALIFICATIONS

Education/Experience:

BA/BS degree in marketing, advertising or communications; minimum of 6 years account management experience. .

Skills:

- Prior destination marketing and knowledge of Philadelphia preferred.
- Minimum of 6 years' experience in execution and management of integrated marketing programs and brand management.
- Minimum of 6 years' experience in client services and project management.
- Excellent interpersonal skills and 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 verbal, writing, editing and proofreading skills.
- Ability to prioritize and handle multiple projects simultaneously in a fast-paced environment.
- Must have knowledge of computer software applications in word processing, spreadsheets, databases, and presentation software (MSWord, Excel, Access, PowerPoint, Outlook) and demonstrates ability to learn additional internal systems.
- Experience with project management systems a plus.

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.

PHYSICAL / COGNITIVE ACTIVITIES

This description of physical and mental activities is not intended to describe essential job functions. Rather, its purpose is to give the job applicant a feel for the physical and mental activities normally attendant to the job to the end that an applicant with a disability can determine whether he or she will be able to do this job either with or without accommodation.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

I understand the above-stated Position Summary, Primary Duties and Responsibilities, and Qualification. By signing, I acknowledge and agree to these requirements.

Signature

Name (Print)

Date

Human Resources