CITY OF CONROE, TX

**JOB DESCRIPTION**

*To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.*

**Marketing Manager GR 321**

**TITLE: MARKETING MANAGER**

**DEPARTMENT: Convention & Visitor’s Bureau**

#### SUPERVISOR: Director

**JOB SUMMARY**

The principal function of this position consists of five major duties: 1) implementation and management of the CVB marketing plan to enhance Conroe’s image as premier tourism destination; 2) Create and implement new marketing efforts that benefit the CVB and promote tourism; 3) direct and oversee planning, design, production of all CVB printed and electronic materials and web site; 4) actively foster relationships with local businesses and event planners that promote tourism; 5) support in the development of presentations and proposals as related to tourism attraction and retention.

**PRINCIPAL DUTIES & RESPONSIBILITIES:**

The listed duties are essential job functions that the position has been created to perform. The list of duties is not exhaustive. The employee may be called upon to perform any task that is implied from the listed duties or is within the scope of the job summary.

* Lead all efforts to implement and accomplish the goals in the Marketing Plan and manage the marketing budget with assistance from CVB Director.
* Responsible for all printed and electronic materials including web site and event planning. Oversee all web communication tools including social media sites. Assure that all materials reflect the brand and image of CVB.
* Act as point of contact and assist advertising agency as necessary with copywriting for advertisements, web site, presentations, collateral, newsletters, press releases, invitations, custom proposals, marketing plan and annual report.
* Coordinate with Director to develop and maintain a calendar of events for tourism related events and coordinate activities and events to include events and conferences.
* Create and distribute information to CVB’s targeted audiences highlighting success and positive attributes of the community through appropriate communication tools including newsletters, press releases, presentations, social media, marketing plan and the annual report.
* Produce the CVB newsletter.
* Write and distribute press releases to local and regional media outlets.
* Serve as Texas Film Commission liaison, working to promote Conroe as a premier film destination for movies, TV shows, commercials, etc.
* Work with producers to locate the best film location for their project; serve as liaison between production team and local officials.
* Oversee the Film Friendly Committee; planning meetings, creating agendas, and working with the committee to grow our film community.
* Organize and interview guests for on-going Podcasts
* Maintain confidentiality of business and industrial inquiries.
* Other duties as assigned.

**QUALIFICATIONS**

**Education and Experience:**

* Bachelor's degree plus four years marketing experience, or eight years marketing experience

**Special Requirements:**

* Tourism Destination Marketer (TDM) and/or Certified Tourism Executive (CTE) designation(s) preferred or ability to begin certifications within 1st year of employment
* Possession of a Valid Texas “Class C” driver license.

**Knowledge, Skills and Abilities:**

* Knowledge of principles and practices of all aspects of marketing – including social media, ad placement, website development, and working with the press, etc preferred
* Ability to clearly and effectively communicate both orally and in writing, including the ability to work with members of the media, pitch story ideas to travel writers, and work with social media influencers.
* Skilled in current computer software (Microsoft Office, Word, Excel, Access, Outlook, PowerPoint)
* Experience in CMS platform such as Simpleview preferred

**Physical Demands**

The work is sedentary and requires the ability to exert up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Additionally, the following physical abilities are required: feeling, hearing, mental acuity, repetitive motions, kneeling, lifting, reaching, speaking, listening, visual acuity, and walking. Regular travel by airplane and automobile in conducting business is required

**Work Environment**

Work is performed where there are minimal hazards. Some work may take place out of office – traveling, working tradeshows, or onsite at local events.