

CVB Marketing Manager

POSITION: Marketing Manager

STATUS: FLSA Exempt

JOB SUMMARY: This position is responsible for the successful management of marketing strategies in the Fredericksburg CVB's destination marketing efforts. The role requires an innovator, a trendsetter, a progressive thinker who can connect traditional, digital, social media and Search Engine Optimization (SEO) components to the FCVB's strategies. With insight from the VP of Marketing & Communications, this person plans and executes these initiatives including traditional media, search, email marketing, mobile marketing, social and website development (CRM and CMS) that insures SEO optimization.

RESPONSIBILITY AND AUTHORITY: Reports to and works under the supervision of the Vice President of Marketing and Communications.

EDUCATION AND EXPERIENCE REQUIREMENTS: The position requires a four-year degree and 2-3 years related experience in communications, marketing, advertising, tourism, business, or other related field, with knowledge of marketing and social media. Technical certificates and certifications are a plus.

DUTIES AND RESPONSIBILITIES: With direction and approval from the VP of Marketing & Communications, this position promotes Fredericksburg and Gillespie County attractions, accommodations, restaurants, wineries, retail, recreation facilities, as well as special events and festivals to local, regional, national, and international consumer and trade, visitors, residents, and community stakeholders.

ESSENTIAL FUNCTIONS: With direction from the VP of Marketing & Communications

- Maintain a robust, interactive website that engages visitors and stakeholders and achieves agreed performance goals via an established content management system (CMS) and customer relationship management (CRM) using original copy, photos, events, video, mapping, itineraries, graphics, etc.
- Responsible for website content development and maintenance using a content management system (CMS). Website content includes text, graphics, photos, events, videos, mapping, itineraries, etc.
- Ensure the implementation of the website as a key marketing element of the CVB; ensure the information and offers on the website are kept current.
- Responsible for the implementation of the latest technology into the CVB website via CMS and other strategies
- Ensures the optimization of the website and implementation of all Search Engine Marketing (SEM) strategies so that the CVB sites are ranked as high as possible.
- With direction from the VP of Marketing & Communications, responsible for review, maintenance, and overall strategy of the Bureau's customer relationship management system (CRM) in regard to internal staff use and CMS.
- Serves as CMS and CRM point person for the FCVB. • Responsible for coordinating CRM/CMS training as needed for FCVB Staff.
- Responsible for CRM maintenance, CRM updates, research and implementation for new modules related to tailored website via the CRM/CMS.
- Write and publish FCVB website content including listings for all attractions, lodging/accommodations, retail, restaurants, etc. and ensure all requested updates are completed in a timely manner.

- Ensure all FCVB website content, except for the FCVB blog and media section, are up to date and accurate. The FCVB blog is written and maintained by the FCVB Communications Manager.
- Ensure timely and accurate website content development and editing incorporating use of the City of Fredericksburg and Gillespie County HOT funding resources such as Granticus and similar platforms to ensure accuracy.
- Responsible for planning, creating, implementing, and maintaining a variety of microsites that are separate from the main website including eclipseinfbgtx.com, lovefbgtx.com and others.
- Maintain and administer all legal Internet domains and security certificates owned by the CVB. Ensure that all Internet standards are met and that the CVB does not intentionally violate any standards that would place the domain in jeopardy.
- Planning, implementation, and measurement of a robust social media calendar for both the FCVB tourism brand and local stewardship campaign, LoveFBGTX in both paid and organic audiences.
- Using the FCVB editorial calendar (created by the FCVB Communications Manager) as a guide, curate and maintain the FCVB's social media presence on multiple platforms to promote Fredericksburg as an overnight visitor destination.
- Create, curate and share engaging original photos and content highlighting FCVB stakeholders and FCVB website content across various social channels.
- Direct the FCVB's paid social media efforts via vendor, contractor, advertising agency of record or potentially in-house efforts.
- FCVB internal social media efforts & content creators will collectively generate the following social media coverage: Post 1-2 times daily on Facebook, 2-3 times daily on Twitter, 2-3 daily stories and -12 daily posts/reels on Instagram, weekly posts on LinkedIn and share FCVB and Fredericksburg themed content on Pinterest.
- Daily active participation on various forms of social media, including answering questions, responding to comments and stimulating conversations within 24 hours of original posting.
- Social media should drive referral traffic to FCVB website.
- More than 75% of imagery featured should be original photography created specifically for social media.
- Responsible for planning, development, writing/creation, deployment, and measurement of email marketing communications targeting opt-in subscriber databases for visitor marketing segments.
- Simpleview and the FCVB advertising agency of record, responsible for planning, implementation and measurement of search engine marketing initiatives including search engine optimization for organic search and pay-per-click advertising campaigns.
- Assist the advertising agency of record with FCVB photo and video shoots to increase FCVB's visual assets for marketing and promotional use.
- Ensure all marketing materials, website and collateral are on brand, accurate and up to date.
- Assist with the creative implementation and execution of print, digital and other marketing campaigns and initiatives of the FCVB.
- Ensure all marketing strategies are implemented on time and on budget.
- Track and produce monthly statistical reports via the CRM, advertising agency and other data sources to produce timely and accurate reporting encompassing the FCVB marketing efforts.
- Develop custom graphics and resources for FCVB initiatives including reporting, presentations, newsletters, industry events, etc. as needed by various FCVB Staffers.
- Assist with the development and execution of various FCVB collateral pieces, stationary, and other elements supporting FCVB efforts.
- Support VP of Marketing and Communications during preparation for annual budget planning.
- Represent the FCVB at tradeshow, industry and community events as needed.
- Perform related duties as directed when such duties are logical and appropriate.

- Regular and timely attendance are required for this position.
- Interact professionally and respectfully with the public, coworkers, and others in the course of daily work.

EXPECTATIONS:

- Provide superior customer service while developing and maintaining effective working relationships with visitors and community stakeholders.
- Establish positive relationships with staff & stakeholders that will assist client and team in creating value-added opportunities.
- Demonstrate an ability and willingness to provide efficient and quality service to both internal and external customers.
- Adapt quickly to changing volume of work and responds appropriately and positively to various situations.
- Keep informed on trends and events through industry association involvement.
- Work cooperatively across organizational departments to ensure consistency of messaging and leverage existing resources where appropriate