

DESTINATION
**BRYAN
TEXAS**

Position: Destination Marketing Manager

Job Type: Full Time, Exempt Status

Reports to: Executive Director (ED)

Direct Reports: Marketing Coordinator

ABOUT DESTINATION BRYAN:

Born of converging cultures and built on deep Texas roots, Bryan is a community filled with authentic stories, people, and places – our legends. Our legends are ever evolving while staying true to our Texas spirit. Destination Bryan, a 501c(6) non-profit, is a destination marketing organization whose purpose is to drive economic growth to improve quality of life for Bryan, Texas through tourism marketing and destination development. Our primary focus is developing tourism assets to inspire residents of our community and potential visitors to experience these legendary stories.

POSITION OBJECTIVES:

The Marketing Manager will manage all marketing aspects of the organization by implementing strategies and tactics to inspire residents and visitors alike. Success in this position includes generating and growing awareness of Bryan as a destination through content creation, social media, print and digital advertising, managing external agencies, and successful marketing campaigns.

DUTIES AND RESPONSIBILITIES:

- Supervise and manage the Marketing Coordinator.
- Collaborate with the Executive Director to develop long-term strategic plans for marketing programs, create the annual marketing plan, and prepare the annual marketing budget.
- Develop, manage, and execute the organization's content strategy, to include content ideation, creation, and distribution through social media, newsletters, email marketing, website, blogs, and other channels.
- Create innovative and compelling content intended for the organization's target audiences and promotes tourism assets, including idea generation, story research, writing, editing, keyword research, SEO optimization, publishing, and distributing content.
- Direct and manage paid advertising campaigns with various third-party marketing vendors, to include both print and digital advertising.
- Develop, execute, and manage an overall plan for all relevant social media outlets that results in achieving industry standard KPIs, such as engagement rate, CTR, etc.
- Actively participates in scheduled board meetings, reporting on marketing initiatives, and analyzing the effectiveness of the organization's marketing efforts.

- Collaborate with all departments to communicate effectively within the organization as well as to the public and stakeholders.

QUALIFICATIONS & REQUIREMENTS:

- Bachelor's degree in marketing, communications, business, tourism or related field
- 3+ years of experience, preferably in the tourism industry
- Ability to work nights and weekends, as needed
- Must live in the Bryan-College Station, Texas area
- Must be able to operate a motor vehicle and have a valid driver's license

WORKING KNOWLEDGE & SKILLS:

- Exceptional writing, communication, and proofing skills with demonstrated experience required
- Creative mind with an ability to conceive inspiring ideas
- Proficient with Google Analytics
- Knowledgeable of SEO best practices
- Social media content and advertising proficiency
- Experience working with email distribution software (MailChimp, Constant Contact, HubSpot, etc.)
- Familiarity with graphic design software (Adobe Creative Suite preferred)
- Demonstrated leadership and management skills
- Proven self-starter, effectively able to manage multiple priorities, and adheres to deadlines
- Strong project management, problem solving, and organizational skills
- Flexibility and ability to work in a changing and dynamic environment

BENEFITS:

- Salary commensurate with experience and qualifications
- Employer paid medical, dental, vision, disability, and life insurance for employee
- Paid holidays, sick, and vacation days
- Retirement 401(k) plan with 5% employer contribution and 3% employer match
- Professional development opportunities
- Paid Pregnancy & Parental Leave Policy
- Remote Work Policy

APPLICATION PROCESS:

Interested applicants should send their resume and cover letter to John Friebele, Executive Director, at john@destinationbryan.com. For additional questions, please call (979) 721-9506.

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed in this position and is not all-inclusive of every job function. Position may be required to perform position-related tasks other than those specifically listed in this description.