**JOB DESCRIPTION**

**Position: Marketing Manager**

FLSA: Exempt

Department: Marketing

Direct Report: Sr. Director of Marketing and Communications

**About Visit Dallas**

Visit Dallas is an independent, not-for-profit organization comprised of professionals serving as the sales and marketing arm for Dallas. Our mission is to market Dallas globally to benefit our community and visitors. Our efforts have significantly increased awareness of Dallas locally, nationally and internationally, and have resulted in Dallas being recognized as one of the top convention destinations in the nation and the number one visitor destination in Texas.

**SCOPE**

Under the direction of the marketing department and in partnership with the convention sales and services teams, the Marketing Manager will serve as point person and project manager on all marketing initiatives supporting the sales and services departments.

**DESCRIPTION OF DUTIES/ESSENTIAL FUNCTIONS: (individual duties, assignments, and responsibilities required of the position)**

* Act as the primary marketing project lead and liaison with the convention sales and services teams, making sure all needs are met in a timely manner.
* Maintain a regular status meeting and status document with both teams to effectively project manage needs. Work with various marketing team members, such as the graphic designer and content teams, to complete all projects.
* Attend regular sales and services team meetings to anticipate future projects.
* Create and maintain sales marketing materials, including presentations, flyers, collateral, invitations and event signage and creative.
* Develop content for meetings and conventions website. Develop a content plan to include blog articles, videos and testimonials and manage photo and video assets.
* Serve as the primary project lead on negotiating and executing sales-related marketing sponsorships and partnerships (i.e. PCMA, CVENT, ASAE, MPI) to maximize exposure and execute contract deliverables. Attend necessary convention sales trade shows and events for marketing support, as appropriate.
* Partner with convention sales and services to develop a customer communication and marketing strategy that leverages the meeting planner database, including a quarterly e-newsletter, new hire announcements, and more.
* Work with the services team to produce event microsites. Project manage welcome packages, maps and additional client needs.
* Facilitate development of welcome messages/videos and promotional opportunities for events traveling to Dallas in future years.
* In collaboration with the services and membership teams, develop and manage a “show your badge” discount program for convention goers, currently presented as an online coupon, deals and discount program.
* Serve as primary marketing point of contact to project manage promotion plan for the Kay Bailey Hutchinson Convention Center Dallas expansion.

**SUPERVISORY RESPONSIBILITIES: (personnel supervision, budgets, performance, etc.)**

* None

**EDUCATION AND/OR EXPERIENCE: (special training, certifications, college degree, etc.)**

* Bachelor’s degree in marketing or related field
* Minimum of 8 years working in the marketing, sales, event planning, public relations, or communications field
* Hospitality industry background preferred

**KNOWLEDGE, SKILLS AND ABILITIES (technical, communication, interpersonal, etc.)**

* Working knowledge of Dallas and venues preferred
* Previous experience marketing a destination for meetings and conventions a plus
* Familiarity with CVENT, ASAE, PCMA, MPI and other associations a plus
* Experience working closely with and providing marketing support to a sales team
* Experience with managing or working with marketing agencies, graphic and website designers, photographers, videographers and printers and related marketing/advertising vendors
* Excellent administrative and interpersonal skills
* Ability to handle multiple projects simultaneously, independently, meet deadlines and be proactive when dealing with new requests
* Flexibility and attention to detail required
* Excellent organization skills
* Creative thinker
* Project management skills a must
* Knowledge of AP style
* Strong writing and copyediting skills

**WORK ENVIRONMENT: (overtime, travel, physical demands, and conditions)**

* Position functions in an office environment
* Evening and weekend time commitments as well as some domestic travel are required

***The above information in this job description has been designed to indicate the general nature and level of work performance by employees within this position. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employee assign to this job.***

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Signature Date

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Print Name