**JOB DESCRIPTION**

**Position: Sr. Director of Marketing**

FLSA: Exempt

Department: Marketing

Direct Report: SVP/Chief Marketing Officer

**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**

The Sr. Director of Marketing supports the CMO in Marketing department initiatives. Position leads the Creative Services team to determine and meet marketing needs for all Visit Dallas departments. The position also oversees the day-to-day management of the advertising agency of record, the department budget and the Margarita Mile initiative. Under the direction of the CMO, position ensures marketing activities support Visit Dallas marketing plan objectives and adhere to brand standards.

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

CMO Support and Agency of Record

* Serve as day-to-day contact for advertising agency of record. Maintain status and budget meetings and guide projects through to completion.
* Under direction of the CMO, responsible for development of marketing plan for the department and oversight of its day-to-day implementation. Develop marketing action plan to guide team in achievement of agreed-upon initiatives.
* Serve as primary point of contact on department budgeting. Lead creation of budget and manage and monitor throughout the year.
* Serve as primary point of contact for LGBTQ+ agency of record, and direct, monitor and report on agency initiatives.
* Work on special projects, sponsorships, consumer activations and leisure campaign initiatives (including the Margarita Mile) as directed by the CMO.
* Serve as project manager on marketing events, including the Visit Dallas annual meeting and consumer/trade events executed throughout the year.
* Provide marketing support and direction for organization initiatives and programs.
* Ensure marketing communications support Visit Dallas marketing plan objectives and adhere to brand standards.
* Lead department reporting to communicate activities and successes and meet organizational requirements.
* Serve as backup to Chief Marketing Officer, and perform other duties as assigned by the CMO.

Creative Services

* Supervise and manage the Creative Services team, which consists of two project managers and a graphic designer.
* Direct the Creative Services team in the development and production of convention, leisure and organizational marketing/communications materials, including collateral, brochures, sales documents, eblasts, promotional items, publications and presentations.
* Work with all Visit Dallas departments to determine and meet communication, collateral and asset needs, and direct Creative Services team in meeting those needs.
* Oversee creative development that includes copywriting, photography, video production and collateral layout and design. Ensure Visit Dallas creative materials conform to brand image/identity standards and guidelines.
* Working with the Sales and Services departments, develop and direct a promotion plan for the Kay Bailey Hutchinson Convention Center Dallas expansion.

Margarita Mile

* Provide strategic oversight of Margarita Mile program, aimed at generating positive media coverage of Dallas and increasing leisure visitation. Bring all Marketing team members together to ensure the success of the campaign.
* Responsible for branding and reputation management throughout all Margarita Mile initiatives.
* Look for new and innovative ways to market the Margarita Mile including advertising, events, activations and promotional items.

Industry, Community and Staff Relations

* Closely monitor industry trends and local issues impacting Visit Dallas’ organization and destination marketing work.
* Develop and maintain community, venue and industry peer relationships.
* Identify and cultivate collaborative marketing relationships with industry partners.
* Regularly participate in and attend Visit Dallas and industry meetings, functions, etc.
* Pursue pertinent professional development opportunities to learn of new and unique ideas for organization and destination marketing. Remain current with marketing trends, technologies, channels, platforms and solutions.
* Communicate regularly with senior level colleagues and external stakeholders regarding Visit Dallas marketing efforts and their appropriate participation and support.
* Serve in leadership capacity within the Marketing team to achieve departmental goals and foster a collaborative environment. Provide coaching, mentorship and support as needed. Ensure all team members have a clear understanding of marketing direction, destination branding, department goals and objectives.
* Manage Marketing department admin.

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

* Two Marketing Managers
* Graphic Designer
* Marketing Admin
* Advertising Agency of Record
* Marketing Department Budget

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

* Bachelor’s degree in marketing, public relations, journalism or related field
* Minimum 10 years of experience in marketing/public relations/communications field
* Prior management and communications experience required
* Hospitality industry background preferred
* Working knowledge of Dallas and venues

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

* Solid administrative, interpersonal, organizational, written and computer skills
* Very strong writing skills
* Strategic mind with an ability to manage many different projects, and people, at once

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

* Position functions in an office environment
* Evening and weekend time commitments as well as some domestic and international 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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Print Name