

## **Tourism Marketing Manager Job Description Proposal**

Goal: Tourism/Marketing Coordinator will be responsible for executing the Marketing Plan of supporting City departments through the design and creation of graphic images and image elements, printed communications, electronic communications, web pages, and public engagement initiatives and campaigns. Oversee the development, implementation, and administration of tourism marketing programs. This is accomplished by coordinating tourism operations, administering elements of the hotel occupancy tax budget as assigned. This position coordinates Community Affairs Department work products (digital, print, web, video, photo, social media, etc.) into integrated marketing/publicity campaigns. This Coordinator will facilitate an active relationship with hotels/restaurants & attractions in the Village of Surfside Beach community. Meets monthly with a tourism advisory committee and reports directly to the City Secretary.

**ESSENTIAL FUNCTIONS:** Note: This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in this position.

**Demonstrates technical excellence and ensures implementation of program goals in conformance with established strategies and organizational expectations.**

**Marketing Program Management:** Identifies, develops, and implements marketing and promotional programs. Plans tourism marketing strategies and promotes annual events intended to generate room night usage and increase patronage of city businesses. Develops professional promotional materials (publications, social media, website, merchandise, etc.) appropriate for representing the city in a variety of marketing formats.

**Brand Identity Management:** Manages the City's visitor brand identity and visibility, ensuring strong branding elements are integrated into all tourism marketing assets. Monitors branding performance metrics related to marketing and public relations and adjusts strategies when warranted. Manages ongoing brand identity assessment initiatives.

**Design Management:** Oversees and/or develops graphic designs for ads, templates, event signs, website pages, social media, etc. as needed, in accordance with City brand standards.

**Website/Social Media Management:** Manages the development, maintenance, and oversight of the City's visitor website and social media channels, as assigned, by ensuring appropriate and time sensitive information is developed, published, and maintained in accordance with city brand standards. Obtains, tracks, and uses website analytics to make marketing choices related to content and design. Implements social media strategy and provides oversight of visitor social media sites to ensure a branded, integrated approach. Ensures social media sites are managed with strong marketing principles.

**Special Events Program Management:** Ensures that City of the Village of Surfside Beach special events meet strategic goals related to customer-pull, safety, quality, purpose, efficiency and value. Oversees and directs the planning, development, implementation, and evaluation of special events sponsored by or in conjunction with the city of the Village of Surfside Beach. This is accomplished by ensuring assigned staff appropriately coordinate, plan, implement, evaluate and supervise all aspects of special events, including interaction with citizens and officials, valuing the role of volunteers, engaging employees across departments to produce quality, safe events and delivering customer-responsive event elements.

**Attention to Detail:** Performs tasks with care and is thorough. Checks work to ensure accuracy and completeness. Compares final work product to what is expected to find inconsistencies or errors. Remains aware and takes care of details that are easy to overlook or dismiss as insignificant.

**Workplace Safety:** Performs all work functions and operates all equipment in a safe manner to ensure the safety of self, co-workers, and the public. Follows all safety procedures, ensures a safe working environment, and immediately reports any unsafe working conditions.

**Financial Stewardship:** Researches, prepares, and administers the assigned elements of the hotel occupancy tax budget. Ensures expenditures are in accordance with City-established financial principles and ensures adherence to effective internal controls. Actively seeks ways to reduce costs and improve efficiency.

**Business Management:** Manages contracts for services to complete work projects (social media, advertising, graphic design, etc.) in conformance with established contract management expectations. Ensures delivery of product that is in alignment with contract expectations. Monitors adherence to contract performance requirements.

**Customer Focus:** Exhibits a commitment to delighting customers by providing an exceptional customer experience. Utilizes customer feedback tools that assess visitor experience and adjusts marketing and promotional efforts accordingly. Understands and applies the principles of quality customer service by responding promptly to customer needs and requests. Answers phone calls, emails, letters, and addresses visitors in a professional, helpful manner by providing accurate and informative information with the ability to resolve problems or refer inquires to the correct contact. Responds to and resolves difficult and sensitive inquiries and complaints from internal and external customers. Communicates and maintains relationships with other city departments, outside agencies, and professional organizations.

**Accountability:** Follows instructions and responds to management direction. Takes responsibility for own actions. Keeps commitments and completes tasks on time or notifies appropriate person with an alternate plan.

**Integrity:** Treats people with respect, inspires the trust of others, works ethically and with integrity, and upholds organizational values.

**Innovation:** Displays original thinking and creativity, meets challenges with resourcefulness, generates suggestions for improving work, and develops innovative approaches and ideas.

**Commitment to Excellence:** Looks for ways to improve and promote quality. Demonstrates accuracy and thoroughness. Applies feedback to improve performance and monitors own work to ensure quality.

**Teamwork:** Balances team and individual responsibilities. Exhibits objectivity and openness to others' views; gives and welcomes feedback. Contributes to building a positive team spirit. Puts success of team above own interests and supports everyone's efforts to succeed.

**Performs other duties as assigned.**

#### **MINIMUM QUALIFICATIONS:**

**Formal Education:** Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four (4) years of college resulting in a Bachelor's degree or equivalent.

**Experience:** Over two (2) years up to five (5) years of relevant experience.

**Technical Skills:** Advanced – Work requires advanced skills and knowledge in approaches and systems, which affect the design and implementation of major programs and/or processes organization-wide. Independent judgment and decision-making abilities are necessary to apply technical skills effectively.

#### **Certificates & Other Requirements:**

- Possession of, or ability to obtain, a valid Texas Driver's License.
- Proficiency in multiple computer software applications to include Microsoft Access, PowerPoint, Word, Excel, Publisher, Adobe Creative Suite, other graphic design software, and other related software.
- Communication and marketing professional certifications preferred.
- Must be available to work evenings, weekends, special events, and some holidays.

#### **EMPLOYEE ACKNOWLEDGEMENT:**

I acknowledge that I have received a copy of my job description and will direct any questions to my supervisor or City Secretary.