



Destination Marketing Manager	
Reports To	Executive Director
Dept	Marketing Department
Location	TBD - Anywhere on the Oregon Coast
Status	Full-Time,
Salary	\$50,000-\$60,000 (DOE) + Benefits.
Position Summary: <p>This position primarily supports our Destination Development teams by designing marketing campaigns and implementing marketing efforts for our tourism infrastructure investments in such things as as hiking, biking, water, food and art trails.</p> <p>Manages the coordination of execution of both domestic and international marketing programs from conception to completion with an understanding of how each project aligns with our Regional Cooperative Tourism Program - Oregon Coast Plan. This position supports coastal tourism marketing partners by connecting them to a wide variety of sales and marketing services and opportunities.</p> <p>Provides additional support to Global Sales programs by ensuring new content is packaged and delivered for our Global Sales activities and may be required to attend a Global Sales missions on a case by case basis.</p>	
Essential Marketing Duties	

- ◆ Proliferates and protects integrity of The People’s Coast brand and style guide.
- ◆ Manages building and maintenance of website ensuring seamless integration of the Oregon Tourism Information System.
- ◆ Manages marketing projects as defined by the OCVA Executive Director. This will include developing and executing tasks, tracking project status from inception to completion on time or ahead of schedule.
- ◆ Manages the production and distribution of marketing materials for the execution of paid, earned, and social media marketing campaigns.
- ◆ Manages the day-to-day execution of marketing campaigns and projects by managing project deliverables, timelines, and budgets, and campaign implementation often in partnership with multiple agencies.
- ◆ Maintains substantial knowledge of print, broadcast, social media, and internet marketing opportunities sufficient to effectively compare and contrast the ROI of various marketing campaign options.
- ◆ Prepares and/or compiles written communications, presentations, reports and other documents which communicate sales and marketing campaign outcomes.
- ◆ Anticipates roadblocks to effective marketing projects and provides potential solutions to increase efficiency or eliminate redundancies.
- ◆ Manages inventory of images in Barberstock image library including acquiring additional images where necessary, curating all existing images and responding to request for sharing images and ensuring proper and legal usage of all such assets.
- ◆ Travels regionally, nationally and sometimes internationally to meetings and perform marketing campaign functions.

Core Competencies:

- Intimate and current working knowledge of social and mobile media, sufficient to plan and structure social media campaign, design campaign metrics. Examples: Facebook, Instagram, Twitter, YouTube, Pinterest, mobile iPhone & Android apps, Google Analytics, etc.
- Intimate and current working knowledge of CMS platforms sufficient to adapt/modify the structure of data within platforms, maintain and use data for both campaigns. Examples: Constant Contact, MailChimp, Emma, Barberstock, etc.
- Current working knowledge of graphic design software sufficient enough to design high quality charts, graphs and other visual communication pieces. Examples: Microsoft Office Suite, Adobe InDesign, Illustrator, Photoshop, etc.
- Current working knowledge of communication, project management and collaboration tools, sufficient enough to ensure project cohesion and allow a diversity of remote stakeholders to experience reliable communication with OCVA and between each other. Examples: Basecamp, GoToMeeting, Google Docs, Dropbox
- Excellent grammar and spelling skills as well as the ability to craft succinct yet effective communications pieces which are brief, yet thorough.
- High degree of discretion in listening and responding to industry stakeholders in the context of a competitive environment often with competing interests.
- Natural collaborative abilities to function as “team player” and a demonstrated ability to work effectively with peers and supervisors; skill in relationship-building and networking with a diverse population of individuals, organizations, associations, and interest groups.

Qualifications:

- ✓ An Associate’s Degree or higher with emphasis in English, Communications, Marketing, Journalism, Public Relations, preferred; relative, additional work experience will be considered in lieu of a degree.
- ✓ A minimum of two years’ experience in marketing and/or advertising in a business environment.
- ✓ Knowledge or understanding of tourism and/or hospitality industry is preferred.
- ✓ Experience in project management working with project briefs and managing time lines.

Other Basic Qualifications:

- ✓ Possess a valid, unencumbered driver's license with an insurable driving record.
- ✓ Ability and willingness to work hours beyond the standard daily or weekly 9am-5pm schedule when necessary.
- ✓ Ability and willingness to travel nationally and internationally as needed.

Physical Requirements:

- ✓ Visual acuity sufficient to clearly read printed materials and to drive a motor vehicle.
- ✓ Ability to hear sufficiently so that verbal communications can be received, understood, and acted upon both face to face and via telephone.
- ✓ Ability to lift and carry objects weighing up to thirty-five (35) pounds.
- ✓ Mobility sufficient to allow movement into and throughout public buildings.
- ✓ Manual dexterity sufficient to handle typical office equipment.

Reviewed and Accepted:

Employee: _____

Date: _____

Supervisor: _____

Date: _____