



[Visit Bellingham | Whatcom County](#), Washington located in the upper left corner of the State of Washington is seeking a seasoned tourism professional to fill the role of Marketing Director.

The Pacific Northwest scarcely gets more peaceful than unspoiled Bellingham, a bustling city nestled in the Bellingham Bay. Nature abounds in all directions surrounding this coastal paradise. The waters of the Salish Sea in the Pacific offer opportunities for whale watching and cruising to Friday Harbor in the San Juan Islands. Nearby are the Canadian cities of Vancouver and Victoria. To the east, Mt. Baker beckons skiers and snowboarders to its slopes in winter and hikers and mountain bikers year-round. The city itself is alive with vibrant theater, historical museums, gourmet restaurants, fine arts, and of course, craft beer and spirits.

Bellingham also is home to Western Washington University, which is recognized nationally for its successes, such as being named the top public master's-granting institution in the Pacific Northwest for 23 years in a row by U.S. News & World Report.

POSITION SUMMARY

Under general direction of the President/CEO, the Director of Marketing is responsible for strategically planning, implementing, and reviewing internal and external tourism marketing and communication programs. Supervises the marketing department, contractors, interns, and staff as needed.

ESSENTIAL FUNCTIONS/AREAS OF RESPONSIBILITY

- Lead and supervise all marketing staff, contractors, and interns to develop and execute the Bureau's annual marketing plan.
- Media Relations. Oversee the generation of editorial coverage and community awareness by cultivating relationships with local, regional, and international media (travel writers, niche writers, travel press, social media platforms). Develop and maintain media resources, materials, and programs (media blitzes, familiarization tours, and press tours); recommend additional opportunities for media development.
- Advertising. Oversee the Bureau's leisure advertising budget and ensure placement of appropriate annual advertising campaigns. Track and report effectiveness of ROI. Handle all billing and budgeting.
- Digital Marketing, Technology Product Development and Website Management. Includes search engine optimization, email marketing, and internet advertising. Oversee enhancements and general management of website, blogs, mobile site, social media, email marketing, etc. Detailed reporting, evaluation, and optimization is required on each program.
- Contract Management. Direct and oversee graphic designers, public relations contractors, photographers, videographers, web developers, bloggers, and suppliers to

ensure on-target work within agreed budgets, timetables, and effective on-brand creative.

- Niche Traveler Marketing. Development of secondary/enthusiast markets such as outdoor recreation, culinary, adventure, golf, cultural heritage travel, etc.
- Generation of Member Co-op Advertising Programs.
- Communicate and coordinate the integration of Bureau staff, members, interns, and partners into marketing programs, activities, and initiatives as needed.
- Annual production of Advertising Plan, Marketing Plan, Visitors Guide, Annual Report, maps, brochures, and other printed materials.
- Oversee production of Monthly Analytics, Month End Report, Produce Tourism Talk e-newsletter, The Traveler, The Source.
- Weekly communications with media, post news releases, social media review, respond to advertising requests, staff meetings.
- Attend Board of Director meetings and Bellingham Tourism Commission meetings.
- Attend countywide meetings and serve on local advisory boards and committees related to the local tourism industry.
- Participate with regional DMOs in statewide tourism initiatives.

Education and/or Experience: The requirements and conditions listed below are representative of the minimum levels of knowledge, skill, experience, and/or ability required.

- Requires a bachelor's degree in marketing, public relations, communications, or related field.
- Minimum of three years of progressive marketing experience, including interactive and digital media.
- Supervisory experience.

Salary commensurate with experience. Benefits include vacation/sick, holidays, Simple IRA, healthcare. Some travel required.