



JOB DESCRIPTION

POSITION:	Director of Marketing	SUPERVISOR:	President/CEO
FLSA STATUS:	Exempt		

This job description is intended to be a guide by which you and the leadership of Bellingham Whatcom County Tourism (“BWCT” or “Bureau”) may measure your progress and ability to meet and exceed the duties as outlined in this job description.

The following should be considered an outline of your responsibilities and duties as an employee of BWCT, and not a detailed description of how all tasks should be completed.

POSITION SUMMARY

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

ESSENTIAL FUNCTIONS/AREAS OF RESPONSIBILITY

To perform this job successfully, an individual must be able to perform the following duties described in an efficient and competent manner.

- Lead and supervise all marketing staff, contractors, and interns to develop and execute the Bureau’s annual marketing plan.
- Media Relations. Generate 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 county-wide meetings and serve on local advisory boards and committees related to the local tourism industry.
- Participate with regional DMOs in state-wide tourism initiatives.
- Perform other duties as assigned.

ESSENTIAL QUALIFICATIONS

Education and/or Experience: The requirements and conditions listed below are representative of the minimum levels of knowledge, skill, experience, and/or ability required. Some requirements may be modified to accommodate individuals with disabilities.

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

Requires Knowledge of:

- The field of assignment sufficient to perform thoroughly and accurately the full scope of responsibility as illustrated by example in this job description.
- Organizational dynamics and principles and practices of management and supervision, including training, coaching, directing, coordinating, and evaluating.
- Computer operation and proficiency in a variety of software including desktop publishing (required), Adobe InDesign, Photoshop & Illustrator, Microsoft Office, WordPress, and Constant Contact.
- Safety and security precautions, standards, policies and procedures.

Requires the Ability to:

- Plan, prioritize, coordinate, organize, analyze, and evaluate services. Develop ways to identify, improve, and promote efficient systems and processes.
- Train, direct, and coach staff. Promote staff and team development and high performance by assuring regular, effective, and consistent feedback.
- Apply sound judgment, analytical and problem-solving techniques to make reasoned, timely, and consistent decisions. Facilitate effective problem resolution.
- Use tact, discretion, respect, persuasion, diplomacy, and courtesy to gain the cooperation of others and establish and maintain effective teams and working relationships and rapport with management, co-workers, employees, representatives of other entities, and diverse members of the public.
- Listen attentively and communicate effectively, both orally and in writing, with individuals and groups in clear, concise language appropriate for the purpose and parties addressed, including preparing and making presentations and preparing or directing preparation of comprehensive reports, materials, and correspondence.
- Organize, prioritize and coordinate work assignments within tight deadlines. Work effectively in a multi-task environment. Take appropriate initiative. Apply good judgement, creativity, and logical thinking to obtain potential solutions to problems. Develop ways to improve and promote efficient work methods.
- Be attentive to detail, maintain a high degree of accuracy and organization, make basic mathematical calculations, check data, and prepare and review material in reports and correspondence. Recognize, resolve, and correct discrepancies in data or information.
- Initiate, compile, compose, and/or edit correspondence, records, narrative, and statistical reports and other documents.
- Maintain current knowledge for assigned areas and adapt to new technologies keeping technical skills up to date.
- Proficiently operate office equipment. Type accurately and proficiently.
- Work independently and cooperatively as a member of a team.

WORK ENVIRONMENT/PHYSICAL REQUIREMENTS

- Follow safety policies, practices, and procedures.
- Work in an office or meeting room setting. Sit or stand for long periods of time.
- Attend meetings or perform duties outside normal office hours.
- Flexible work schedule may require evening/weekend hours in order to complete tasks, as well as scheduled hours in the office. Extensive driving to venues within Whatcom County, as well as nationwide travel to learning events. Some overnight travel.
- May occasionally lift and carry items weighing up to 25 pounds.

Employees of BWCT are expected to maintain a professional image and attitude consistent with our vision, mission, and objectives. Employment with BWCT will be in accordance with our "At-Will" policy. This means that just as you may leave your position with BWCT at any time, BWCT may terminate your employment at any time.

The statements contained herein reflect the general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required, and the scope of responsibility, but should not be considered an all-

inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas, to cover absences or relief, to equalize peak work periods, or otherwise to balance the workload. At its sole discretion, BWCT may consider combinations of education, experience, certifications, and training in lieu of specifically required qualifications contained herein.

BWCT's objective is to provide equal opportunity in all terms, conditions, and privileges of employment for qualified applicants and employees without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability, genetic information, marital status, or status as a covered veteran.