

PACVB JOB DESCRIPTION

Chief Marketing Officer

REPORTS TO: President/CEO

SUPERVISES: Creative Media Manager, Marketing Manager, Partnership & Advertising Sales Manager

JOB SUMMARY: Develop and manage the marketing activities and strategies for the PACVB that relate to developing trade and consumer visitor markets for our 7-county area

RESPONSIBILITIES:

- Supervise the design and production of all PACVB marketing materials including:
 - Print ads
 - Online ads
 - Brochures and all sales collateral
 - Signs, banners and posters
 - Exhibit tradeshow booths and displays
 - Web content
 - Other materials as necessary
- Work with the Marketing Manager to develop ad campaigns and other branding efforts as required by PACVB departments
- Develop annual departmental strategic plan and budget
- Monitor department budget throughout fiscal year and suggest changes as necessary
- Create all marketing campaigns as appropriate for sports, conventions and leisure markets. Implement, monitor and evaluate their effectiveness; change/refresh as needed
- Supervise all aspects of website design, alteration and refresh
- Supervise all client marketing service efforts
- Manage internal and external event assistance, coordination and marketing
- Manage sponsorship and partnership acquisition, maintenance and reporting
- Manage funding city marketing plans
- Manage the processes and best practice syndication and training within IDSS and the Estimated Economic Impact Calculator
- Manage client housing system within IDSS
- Be integral with PACVB advocacy efforts including, but not limited to, print, digital and on-air media, social media and partner and stakeholder relations
- Supervise all aspects of Experience Guide design, production, advertising, and distribution
- Ensure open communication and develop relationships with staffs of area hotels, attractions, the Peoria Civic Center, and other hospitality partners

Chief Marketing Officer

- Maintain a leadership role within the hospitality industry to fulfill our overall mission. Establish a “team” concept in order to market our area as a whole; i.e., co-op trade shows, advertising, special projects and Bureau publications.
- Assist in creating multimedia presentations and city-wide proposals as necessary
- Stay abreast of industry trends/best practices
- Compile and submit productivity information periodically, as required, to the PACVB Board of Directors, Peoria Civic Center Authority and area Mayors
- Select, train, supervise and evaluate department staff
- Assist in developing and maintaining a positive image for the Bureau in the eyes of all individuals and organizations
- Develop, monitor and grow all social channel and on-line marketing efforts
- Educate staff, Board, partners and stakeholders in purpose, value and results of marketing efforts
- Assist all departments with special projects and perform duties designated by President/CEO

REQUIREMENTS:

- 4-year college degree from accredited institution
- Minimum of 5 years of progressive marketing experience
- Public Relations experience a definite plus
- Proficient in use of Microsoft Office, Apple products, InDesign, etc.
- Understanding of the hospitality industry
- Agency experience preferred
- Ability to lead and manage staff effectively
- High attention to detail
- Excellent organization, time management and oral communication skills
- Excellent writing skills – strong command of grammar usage and vocabulary
- Ability to travel periodically to industry conferences
- Strong professional appearance and demeanor
- Ability to work well with diverse staff and handle frequent interruptions while performing multiple projects simultaneously
- Ability to exercise judgment and diplomacy in a wide variety of public contact situations