

Galesburg Area Convention & Visitors Bureau
A Division of the Galesburg Area Chamber of Commerce
Marketing & Partner Services Manager

JOB TITLE: Marketing & Partner Services Manager
DIVISION: Convention & Visitors Bureau
SUPERVISOR: Director of Tourism

The Galesburg Area Chamber of Commerce is a membership-based organization of citizens who invest time and money into a community development program – working together to improve the economic, civic, and cultural well-being of the area. The Galesburg Area Convention and Visitors Bureau is a division of the Chamber of Commerce tasked with marketing Galesburg and Knox County to visitors to contribute to the development program through the introduction of outside investment dollars.

GENERAL JOB DESCRIPTION:

The Marketing & Partner Services Manager is tasked with marketing the Galesburg and Knox County area as a meeting and convention site, sports tournament location, and travel destination. The Manager serves to utilize all business and industry resources to increase interest in Galesburg and Knox County, Illinois. It is the role of the Manager to assist in the development of a community partnership plan and work to execute the plan. The Manager will work to secure partnerships and coordinate delivery of partner services. It is the role of the Manager to work directly with the Convention & Sports Services Manager and Director of Tourism to fulfill the mission of the Galesburg Area Convention & Visitors Bureau. The Convention & Visitors Bureau Team shall collaborate on identifying opportunities to pursue, developing action plans for such opportunities, and executing determined course of action.

MAJOR DUTIES AND RESPONSIBILITIES:

- Develop advertising campaign plans; serve as point of contact for sales representatives from advertising outlets; determine and recommend best opportunities for promoting service area and attractions.
- Compose ad content; supervise ad design; manage brand presence.
- Identify and concentrate marketing efforts on primary markets and secondary markets with the focus on securing overnight guests and groups.
- Create innovative strategies/programs for promotions and sales.
- Develop, create, and implement a marketing plan; meet established marketing goals; provide support to Convention & Sports Services Manager to prospect and close sales.
- Participate in creation and design of marketing materials, including annual Visitor's Guide; work alongside Director, other Tourism Staff, Sales and Design Team to develop most visually appealing and sales-oriented publications.
- Oversee timely distribution of Visitor Guides; identify stakeholders and determine quantity of guides to be delivered to and distributed from each stakeholder's physical location; arrange for delivery or pick-up for each stakeholder.
- Work with Director to develop and execute social media campaigns.
- Manage Partner Benefits Program, including community education, media announcements, and informational meetings with potential partners.

- Oversee all partnerships and ensure the timely delivery of benefits and services; provide high level service to partners through regular communication and semi-annual meetings.
- Develop and manage prospects for future partnership opportunities.
- Attend and participate in conferences, association meetings, tourism events, conference calls; create and deliver presentations in person, on the phone, over the Internet; complete all preliminary planning for participation in trade shows for convention marketing; manage transportation of trade show materials to and from conferences and events.
- Articulate the GACVB's desired image and position and assure consistent communication of image and position both internally and externally.
- Build and foster relationships with partners such as hotel managers, attraction managers, convention and meeting planners, and other stakeholders.

MINOR DUTIES AND RESPONSIBILITIES:

- Maintain inventory of merchandise and materials for trade show displays, promotions, etc.; communicate ordering needs to Director.
- Manage exterior electronic events board at Welcome Center; select events and messages to highlight to Main Street traffic and enter them to display on board; remove out of date events; keep board dynamic and interesting.
- Maintain current knowledge of Galesburg area attractions, hotels/motels, and facilities.
- Stay current with knowledge of tourism and convention trends and strategies.
- Ensure delivery of the highest level of customer service and satisfaction at every customer interaction and touch point.
- Serve as second responder to Welcome Center guests and phone callers when Tourism Associate is on duty; serve as first responder when Tourism Associate is not on duty.
- Provide general assistance and/or clerical support to Director as requested.
- Assist Tourism Staff with general maintenance of Welcome Center, including keeping Center neat and uncluttered; remove trash, sweep or vacuum, and provide any other light maintenance required to make Center appear professional and presentable.

QUALIFICATIONS FOR THE JOB:

- Work experience in the convention, tourism, or hospitality industry is desired.
- Work experience in direct sales and marketing is desired.
- Ability to bend and lift 50 lbs., stand for hours at a time, and set up displays.
- Comfort and flexibility to travel short and long distances alone on a regular basis.
- Valid Illinois Driver's License and current insurance required. Must be passport eligible.

KEY COMPETENCIES:

- Excellent written and oral communication skills.
 - Excellent organizational skills.
 - Ability to exercise discretion and diplomacy and maintain confidentiality.
 - Attitude of hospitality and high level of client services.
- Data entry, word processing skills, and database management skills required. Experience in basic design desired.