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**Roseville Visitors Association**

**Job Description**

**Current Job Title:** Director of Marketing & Communication

**Emphasis on:** Brand/Marketing **Secondary w/CEO**:Destination and Product Development

**GENERAL SUMMARY:**

Responsible for all advertising, promotion and public relations activities related to the leisure, meetings, group tour and sports markets and ‘Perfectly Positioned’ Roseville Visitors Association; supervises database marketing efforts of the RVA and provides assistance and resources to tourism focused city events and attractions. Responsible for media relations and RVA collateral production. Works jointly in team cooperation with Director of Sales

**RESPONSIBILITIES: ESSENTIAL JOB FUNCTIONS:**

* Collaborate with the Director of Sales and team, on the development of the strategic direction and execution for marketing campaigns including content development, email, web, social, video, print collateral, tradeshows/events, sales presentations and advertising.
* Development and implementation of public relations campaigns by releasing news releases; coordination of site visits for travel writers; creating promotional packages; providing regional images for various publications; manage all social media calendars and integrating RVA calendars with Metro Tourism Group campaigns. Provide regional public/media relations assistance to state and national media and Explore Minnesota Tourism.
* Participates in the development and implementation of the annual Destination Marketing Plan for the RVA. Responsible for implementing all strategies and achieving all annual goals set forth in the plan as they relate to Marketing & Communications. A
* Directly responsible for setting and meeting annual budget projections including revenue and expenditures. Recommends, with input from the Director of Sales, the allocation of funding dollars annually for marketing projects.
* Conducts, with the Director of Sales, quarterly meetings with all hotel sales and marketing directors to discuss current issues, social media campaigns, travel and promotion schedule, advertising opportunities and to keep them informed on industry maters on a local and state level.
* Submits monthly reports to the President regarding department activities such as public relations/media activity, web site activity, advertising and collateral materials.
* Maintains product knowledge of city and county hotels/motels, area attractions, airlines, climate and recreational activities to serve as a resource to travel writers, bloggers and other clients.
* Meets weekly (staff meeting) and regularly with RVA team regarding day-to-day activities and formulation of long-term goals.
* Communicates new trends of business, marketing or merchandising concepts or product changes to RVA team.
* Explores new ideas and strategic partnerships for ongoing RoViVal.
* Maintains external communications with hotel/motels/attractions/restaurants in order to coordinate promotions and public relations activity. Continually educate partners on RVA policies and procedures.
* Oversees web site creation, content, maintenance and research of web trends and statistics. Monitors and researches other tourism industry web sites.
* Evaluates success of advertising programs through the development, implementation and/or purchase of visitor surveys and conversion studies. Monitors market research studies, with Director of Sales, to acquire target market information and industry trends.
* Attends Metro Tourism Group meeting to enhance RVA reach and partnerships within the industry.
* Leads efforts to develop live social video initiatives, including planning, implementing and traveling for live videos with internal team or support agencies. Develops, with Director of Sales, social media campaigns around Blogger Fam trips.

**RESPONSIBILITIES: SUPPLEMENTAL JOB FUNCTIONS:**

* Maintains knowledge of current trends and developments in the field by reading appropriate books, journals and other literature and attending related conferences and seminars. Encourages positive change in the organization, based on new knowledge.
* Maintains memberships in industry organizations.
* Performs other related RVA activities as assigned.

**KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:**

1. A high degree of leadership skills are necessary, as this position is seen as the local industry leader of group tourism business. Must be able to lead and motivate teams of sales professionals internally within the company and externally within the hospitality sales industry.
2. Knowledge of sales, marketing, and communications at a level normally acquired through completion of a two-year Associate’s degree in marketing, communications or related field.
3. Presentation skills. Ability to give persuasive and influential presentations which promote the Roseville Visitors Association to small and large groups of people.
4. Approximately three to five years related work experience necessary to gain a full understanding of hospitality industry issues.
5. Analytical skills necessary to complete annual department Business Plan, Annual Report as well as oversee department budget.
6. Excellent interpersonal skills needed to serve as liaison with area hotel/motel sales directors and general managers, meeting planners, association executives and local hospitality managers/owners.
7. Knowledge of personal computer and a variety of software systems including word processing, presentation systems such as MS Power Point, and sales/group management systems.

**EQUIPMENT TO BE USED:**

* Must be able to operate a computer and standard office equipment such as fax, calculator, telephone, copy machine, etc.
* iDSS Software used by the RVA to track group business and make sales presentations.
* Audio/Visual equipment such as projectors and other presentation/speaker related equipment.
* Trade show booths, displays and equipment associated with trade shows.
* Must be able to operate a motor vehicle and have a valid driver’s license.

**TYPICAL PHYSICAL DEMANDS:**

Frequent mobility and/or sitting or standing required for extended periods of time. Requires eye-hand coordination and manual dexterity sufficient to operate a computer keyboard and other standard office equipment. Requires hearing within normal range and eyesight correctable to 20/20 to read communications, reports and computer terminals. Must have a valid driver’s license in order to perform outside sales calls. Requires occasional lifting up to 50 pounds. May require some irregular work hours.

**TYPICAL MENTAL DEMANDS:**

Must be able to use logical or scientific thinking to solve problems and perform arithmetic calculations involving fractions, decimals and percentages. Emotional stability and personal maturity are important attributes in this position in order to deal with a variety of emotions and frustrations in making business decisions and handling difficult situations. Must be able to communicate providing verbal feedback in a professional manner. Requires public contact and excellent interpersonal skills. Ability to give, receive, and analyze information, formulate work plans, prepare written materials and articulate goals and action plans. Occasional high stress work may be required in the performance of this job. Must be able to advise others on alternatives or options and speak before groups.

**WORKING CONDITIONS:**

1. Normal office environment with little exposure to excessive noise, dust, temperate and the like.
2. Subject to outside sales calls so is exposed on a frequent basis to temperature extremes.

**SALARY**

Roseville Visitors Association offers a competitive salary and incentive program.  Salary commensurate with experience.