



**JOB DESCRIPTION:** Marketing & Communications Manager  
Salary Range: Starting at \$30,000 + benefits (based on experience)

The primary responsibility of the Marketing & Communications Manager is to work as a team with Executive Director and staff to identify and implement marketing programs that will generate awareness of the Grand Haven area as a vacation destination as well as work to grow overnight room sales for the Bureau's assessment payers. This position shall assist and report to the Visitors Bureau Executive Director.

To that end, responsibilities include:

1. Produce and implement an annual marketing plan
2. Work closely with the Executive Director and web design team, to assure a state of the art web presence that is useful, fun and visually compelling
3. Create fresh content on the Visitors Bureau's blog to increase web traffic
4. Maintain proficiency in all social media platforms and assure that the Grand Haven area has a strong and compelling presence
5. Oversee the social media marketing plan and monthly communication calendar implementation
6. Plan and execute any paid social media advertising
7. Oversee digital media analytics including website and social media and provide quarterly and year end reports
8. Prepare press releases and approve all press materials and maintain good media contacts and relationships to assure the destination is well publicized
9. Proof publications and advertising materials and assure that the proper materials are supplied to the appropriate media once the marketing plan is in place
10. Create ads as needed
11. Work with the Executive Director and publisher on the creation of the annual Visitors Guide
12. Work closely with Executive Director and any contracted design firm to produce visually exciting advertising

13. Create and send a monthly email blast to subscribers and help grow the email database
14. Maintain images and direct photo collection efforts to assure activities and properties are portrayed in the best possible light
15. Assure that visitors center staff has necessary information to handle questions and requests for information for all events
16. Actively participate with Travel Michigan and other statewide tourism organizations to maximize exposure for Grand Haven area tourism opportunities
17. Assist with inbound and outbound media blitzes and media tour logistics
18. Produce companion publications for the visitors guide and website as needed and as budget allows
19. Attend Visitor Bureau board meetings to report the status of marketing programs
20. Assist in planning for annual meetings, board meetings, special events and fundraisers
21. Provide support to the Customer Service Coordinator position; either in their absence or as needed during peak season
22. Oversee Visitors Bureau marketing and media internships
23. Other duties as assigned by the Visitors Bureau Executive Director

Knowledge and Skill Requirements:

1. Phone skills and phone etiquette
2. Computer skills (e.g. database, word processing, desktop publishing, internet, etc.)
3. Communication skills
4. Project management skills
5. Analytical and problem-solving skills
6. Ability to develop and maintain business relationships
7. Ability to work with high levels of speed and accuracy
8. Ability to use modern office equipment
9. Ability to use photography and video equipment
10. Moderate graphic design and photo edit skills
11. Social media management
12. Knowledge of local, state, and federal resources
13. Knowledge of area events
14. Knowledge of area accommodations and other tourism related businesses (e.g. hotels, motels, B&B's, restaurants, etc.)
15. Knowledge of Visitors Bureau services

Educational Requirements:

Bachelor's degree in marketing, communications, public relations, hospitality/tourism or closely related field, or 5 or more years' experience working in the marketing, communications or hospitality field; any combination of training and experience which provide the required skills, knowledge and abilities.

## MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM

### Knowledge of Job:

Understanding and experience with the policies and procedures, organization and functions of the Grand Haven Area Convention & Visitors Bureau is important to performing this role. Existing knowledge of the geographic layout of the County, including tourist attractions is desirable as well as knowledge of the tourist attractions of the surrounding areas. Familiarization with the available resources of the district and the surrounding region is also considered a plus. General knowledge of modern office practices, procedures, equipment, modern accounting and bookkeeping methods, policies, procedures and practices is a necessary skill set. Working knowledge of the principles and practices of supervision and the ability to supervise a small group of employees is a necessary attribute. The ability to communicate effectively in oral and written form is mandatory. The successful applicant must be capable of exercising independent judgment, discretion and initiative while utilizing tact and courtesy in frequent contact with business and industrial representatives, government officials and the general public. This position requires a combination of education and/or experience equal to five years in tourism, hospitality sales, marketing, or public relations. An emphasis will be placed on those who have worked with the promotion of tourism and those who have marketing experience. Demonstrated skills in planning, organization and effective communication are essential. Previous experience in a Convention and Visitors Bureau is highly desirable. Previous experience with an advertising agency and/or with media negotiations is helpful. Initiative and

### Enthusiasm:

Maintains an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be done and initiates proper and acceptable direction for the completion of work with a minimum of supervision and instruction.