



City of Irving Job Description

CVB Marketing Manager

FLSA Status:	EXEMPT	Job Department:	Irving Convention & Visitors Bureau (ICVB)
Job Code:	11551	Reports To (Job Title):	CVB Marketing Director

PURPOSE

To assist with overseeing all aspects of marketing, digital marketing, social media, communications and graphic design to increase the visibility of the Irving Convention and Visitors Bureau (ICVB), City of Irving, and the Irving Convention Center (ICC) to current and potential visitors, as well as promoting the city as a travel destination through media and community relations programs; To both lead and assist in the coordination of promotional activities, sponsorship events, ground breakings and facility openings, and cooperative marketing programs; To design and implement attendance building initiatives and promotional campaigns for consumer and public events at the Irving Convention Center, as well as destination-wide promotions. Further, it provides communications/social media/marketing expertise and support to the CVB Marketing Director, Assistant Executive Director – Marketing & Communications, and the CVB Executive Director.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.*

- Manage ICVB’s flagship social media platforms on a day-to-day basis, which includes developing copy, taking photographs, shooting/editing video and more; Lead coordination of social media efforts by collaborating with all partners in Irving to identify priorities and share tools for amplifying each other’s messages.
- Embrace and develop a broad understanding of social media best practices and industry trends to continually evolve social strategies to keep the ICVB forward-thinking and competitive among industry leaders.
- Collaborate with videographers, photographers, writers, and others to deliver superb content through a variety of evolving social media platforms, on the website and for partners.
- Manage and train other team members on social media, providing leadership, direction and guidance; Provide appropriate coaching and mentoring for team members to help them achieve their full potential.
- Manage the social media budget while driving paid and organic social efforts to further develop the strategy to drive increased efficiency, relevance, and engagement.
- Oversee the conceptualization, coordination and engagement of unique social media campaigns; Take direct ownership and further the development of the analytical/measurement framework within social media, to monitor, steer, and optimize program progress and success as an organization.
- Manage and source bloggers to provide content for the Irving CVB blog; Contribute and manage content for the blog with a heavy focus on promoting the restaurant and entertainment scene in Irving; Oversee and edit the weekly roundup blog post.
- Develop promotions/events by designing concepts, providing budgets, and presenting to superiors; Implement projects from start to finish.

- Identify creative agency, A/V, catering, freight shipping, labor and volunteers.
- Vendor oversight for Crowdriff, Barberstock, Interactive 360, Simpleview, OnPointe Promotions, etc.
- Work with CVB Marketing Director to employ tactics to drive traffic; Stay abreast of Web trends and innovation to keep site fresh and on the cutting edge; Analyze metrics to determine changes.
- Develop and provide continuous content management for multiple websites; Utilize web marketing tactics to implement digital initiatives.
- Generate and implement new marketing initiatives and design a variety of in-house materials.
- Create, design, and implement attendance-building initiatives and promotional campaigns for consumer and public events at the Irving Convention Center, as well as destination-wide promotions.
- Assist in implementing programming objectives and work strategies for advertising agency, event management, and research programming, as well as ICVB and ICC sponsorship benefits, such as with trade associations, events, and area organizations.
- Work with advertising agency on a variety of meetings and conventions marketing, collateral and creative projects to achieve marketing goals; Ensure that all programs and materials are consistent with agreed upon brand strategy.
- Maintain a positive working relationship with local reporters, editors, influencers and bloggers.
- Arrange for and produce still photos and videos to supplement news releases and publications.
- Design and oversee production of team-related projects including publications, infographics, e-blasts, specialty items, invitations, signage, website graphics, etc.
- Serve on various community committees, as well as the City of Irving Communications Committee.
- Serve as the staff liaison for Irving, the ICVB and the ICC to the hospitality industry through involvement with industry/professional development organizations, including Visit DFW as well as through the City of Irving Communications Committee.
- Monitor and respond to user-generated content on various social media channels.
- Create and distribute the monthly Restaurant Resource e-blast.
- Perform related duties as assigned.

OTHER DUTIES AND RESPONSIBILITIES

- Provide a deep level of both platform and strategic expertise as the ICVB and ICC's social media expert; Work to develop relationships with other social media leaders and influencers across industries that will help work strategy and execution.
- Provide a broad understanding of Search Engine Optimization (SEO) and digital media, social channels and content, and familiarity with graphics, illustration, video, blog and website production, vendors and tools.
- Develop promotional plans, displays and collateral as appropriate, to support participation in trade shows, road shows, sales missions and other industry events.
- Manage Image library and usage rights for all photography.
- Provide monthly and yearly social media analytics.
- Work closely with bloggers and media to promote events and tourism activities.

SUPERVISORY RESPONSIBILITIES

Functional and Technical Supervision - Regular responsibility for giving direction and guidance to employees as a lead worker, project manager or internal advisor. As an ongoing part of the position, the employee can expect to supervise approximately 1-2 employees.

FINANCIAL / BUDGETARY RESPONSIBILITY

Develops, administers and monitors budget for special projects throughout the year, typically totaling \$100,000 - \$250,000. Also, manage social media budgets to help increase reach through paid placement and campaigns.

QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and/or ability required.*

EDUCATION

- Equivalent to a bachelor's degree in marketing, communications, advertising, graphic design, hospitality, English, or related field.

EXPERIENCE

- At least five (5) years of progressive experience in ad agency, hotel, CVB, marketing firm, event venue, or related.

CERTIFICATES, LICENSES, REGISTRATIONS

- Appropriate, valid, state-issued driver's license, or ability to obtain upon hire, is required.
- Certified Hospitality Digital Marketer (CHDM) is *preferred*.

KNOWLEDGE OF

- Sponsor/Partnership Development: Techniques and methods to effectively support sponsor development, program activation, and other sponsorship elements,
- Communications and Journalism: Techniques and methods of communication, including alternative ways to inform and entertain via written, oral, and visual media; Principles of journalism and public relations.
- Sales and Marketing: Principles and methods involved in showing, advertising/promoting, and selling services and locations.
- Programming Methodology: Necessary computer languages/scripts, basic principles, formulas, syntax, and documentation practices for HTML and CSS Code.
- Tourism and Hospitality: An understanding of hospitality, bureau, and city missions, goals, and objectives, as well as, pertinent federal, state, and local laws, codes, and regulations.
- Media Relations: Processes, techniques, and strategies for obtaining media coverage from various sources, including social media influencers and bloggers.
- Media Strategy: How to attract visitors to targeted websites and social media channels with strategic plans and measurable tactics.
- Media Project Management: Methods for effectively preparing for, planning, and concluding projects, which includes preparing work plans to address long term goals and needs for projects; for example, groundbreaking, experiential marketing campaigns, influencer events and branding events.
- Social Media Planning: Thorough understanding of social media platforms; techniques to develop and maintain an effective, targeted, and timely social media plan; how to work with multiple staff members regarding social media tactics and protocol.

- Graphical Design: How to use computer design to create effective and appropriate promotional materials, including brochures, booth graphics, invitations, etc. Format flexibility to utilize different media outlets.
- Office Software: Current word processing, presentation, spreadsheet, and database programs used by the City; particularly, the Microsoft Office Suite and Adobe Acrobat.
- Industry Software: Sufficient familiarity with technology to use a variety of specialized industry software programs, such as Simple View, Adobe Creative Suite, and Digital Asset Management software, as well as, other computer graphics programs.
- Customer Service: Principles and processes for providing customer and personal services including a desire to help customers regardless of their circumstance.

SKILLS AND ABILITIES IN

- Social Media Coordination: Balancing a high level of writing, content creation and editing with a savvy knowledge of social media listening, monitoring, and engagement on a variety of platforms.
- Functional Supervision: Motivating, developing, and directing people as they work.
- Mechanical/Technical: Safely operating diverse equipment, including advanced professional graphics equipment.
- Cooperation / Networking: Establishing and maintaining positive working relationships with those contacted in the course of work at various levels from administrative assistants to C-level executives; further, with hotels, attractions, restaurants and other industry partner representatives to support proactive marketing initiatives on their behalf.
- Value Assessment: Appropriately discerning the value and Return on Investment (ROI) of constantly emerging new media so that ICVB and ICC resources are best utilized.
- Media Collaboration: Working with high-profile media activity.
- Media Information Organization: Researching, identifying and planning appropriate editorial calendars and contacts, and developing comprehensive databases as a result.
- Copywriting: Effectively writing for traditional print publications, websites, online content, blogs, social media and multi-media channels; also, using AP Style when appropriate.
- Complex Problem Solving: Identifying problems and reviewing related information to develop and evaluate options (which entails projecting consequences) and implement solutions.
- Flexible Coordination: Adjusting actions in relation to those of others; adapting to changing work roles.
- Multi-tasking: Working with a variety of software packages, tasks and projects simultaneously.
- Adaptability: Creatively adapting to a rapidly changing work environment, while also driving toward clarity and solutions.
- System Management: Demonstrating resourcefulness in setting priorities and guiding investment in people and systems.
- Reporting: Researching, analyzing, and compiling data and preparing concise documents.

GUIDANCE RECEIVED

General Standards

A range of professional standards and methods guide completion of assignments and decisions made. Adherence to policy, City procedures and general supervisory direction is expected. Position incumbents are responsible for making recommendations about changes to methods, procedures and policies and helping to implement changes.

CONTACTS

Internally, this position has frequent communication with City staff, primarily of the Communications Department. Occasionally, it interacts with additional City staff, including city attorneys.

Externally, it frequently engages with hospitality industry members as a representative of the ICVB. It communicates daily with ICVB social followers and Irving Citizens through social media and at various functions and events; occasionally, with meeting planners, association executives and tradeshow executives, and community partners while assisting them in marketing their events, local and trade media, ICVB Board of Directors, Council Members and Mayor.

EQUIPMENT AND PROPERTY

This position utilizes a computer, tablet, smartphone, scanner, printer, copier, office phone, office machinery, camera/video, and/or a vehicle.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

A complete range of movement/activity is required in the position including but not limited to: balancing, carrying, climbing, crawling, grasping/handling/feeling, kneeling, lifting (up to 25 lbs.), listening, pulling or pushing, reaching, running, seeing, sitting, standing, stooping, talking, walking, etc. Additionally, driving or riding in a vehicle, and flying in an airplane may be required.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.*

The typical work environment is an environmentally-controlled business office with weekday hours in the range of 7 a.m. to 7 p.m., with the potential for earlier mornings, later evenings and weekends. There are occasions when, in order to perform your job, you may have to work in a confining space, dirty environment, extreme temperatures or weather conditions, air contamination (strong odors, smoke, etc.), improper illumination, noise, etc.

* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Note: A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.