



## City of Irving Job Description

### CVB Marketing Director

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<b>FLSA Status:</b>	EXEMPT	<b>Job Department:</b>	Irving Convention & Visitors Bureau (ICVB)
<b>Job Code:</b>	11261	<b>Reports To (Job Title):</b>	Assistant Executive Director - Marketing & Communication

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#### PURPOSE

This position is responsible for determining all digital marketing functions required to promote the destination and increase the visibility of the City of Irving, the Irving Convention Center (ICC), and the city's 80+ hotels, restaurants and attractions to current and potential leisure and business travelers, meeting professionals and other revenue generating sources. On behalf of the destination, this position is responsible for the digital marketing, positioning, and awareness of the Westin Convention Center Hotel and the Toyota Music Factory in cooperation with the developers and their tenants. Responsibilities also include planning, developing, overseeing, implementing and reviewing the marketing and digital marketing strategies and objectives of the Irving Convention and Visitors Bureau (ICVB) and the Irving Convention Center, and managing the digital marketing agency, marketing analytics platforms, digital asset management platforms, CMS platform, and digital advertising, lead generation and digital marketing channels and firms on a daily basis.

#### ESSENTIAL DUTIES AND RESPONSIBILITIES

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

- Lead the day-to-day activities of the marketing team to ensure objectives are implemented and met.
- Measure and report the performance of all marketing and advertising channels, as well as assess return on investment (ROI) against goals and key performance indicators (KPIs).
- Support the Assistant Executive Director – Marketing & Communications with marketing and advertising initiatives, research, planning, and budget planning, and serve as a liaison to the hotel community and hospitality industry on behalf of the ICVB and the ICC.
- Lead the planning, development, and implementation of the ICVB and ICC's digital marketing strategies and manage the digital marketing agency; Oversee digital content creation strategy, search engine optimization (SEO), search engine marketing, digital advertising and retargeting efforts to maintain a significant online presence and keep the City of Irving and the ICC prominent in searches.
- Supervise marketing staff, including the CVB Marketing Manager and Marketing and Communications Coordinator, as well as outside agencies and vendors, including the digital marketing firm for the ICVB and ICC.
- Develop the digital marketing budget; oversee and supervise expenditures to ensure compliance with department budget.
- Lead the development and implementation of lead generation initiatives targeting meeting planners to acquire conferences and conventions for the City of Irving; Target and acquire leisure, group and business travelers.
- Identify and evaluate current and future trends and evaluate emerging technologies; Undertake continuous analysis of competitive environment and consumer trends.

- Lead and oversee the strategy for the continuous content management of the ICVB and ICC websites, including site relaunches, content management, optimization for lead generation, and ongoing enhancements to improve user-experience; Monitor and improve website performance including traffic and engagement.
- Conceptualize, 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. These promotions include, but are not limited to coordination with entities such as the City of Irving, Irving Arts Center and Greater Irving/Las Colinas Chamber of Commerce.
- Conceptualize and oversee the ICVB and ICC's video marketing strategy, including video production and channel distribution.
- Oversee planning and development of the ICVB's social media strategy and execution of initiatives.
- Acquire, analyze, and report on performance of all marketing, advertising and social media activities. Analyze ROI and performance against KPIs, identifying variances and initiating appropriate corrective actions; Interpret and report on the impact of marketing and advertising performance, including lead generation, return on advertising spend, Irving visitor hotel bookings and flight information.
- Research, evaluate, and interpret market data to determine trends and market changes, and adjust the ICVB and ICC programming accordingly.
- Enhance the bureau's electronic outreach through email marketing campaigns utilizing the distributed marketing platform and survey system; Increase the bureau's proprietary database of opt-in contacts.
- Work closely with the ICVB and ICC sales teams to enable them to meet their goals and objectives through lead generation, and by providing appropriate marketing tools, materials and presentations.

## **OTHER DUTIES AND RESPONSIBILITIES**

- Promote Irving, the ICVB and ICC to the hospitality industry locally, regionally and nationally through leadership roles in organizations such as Hospitality Sales and Marketing Association International, the University of North Texas and Richland College Hospitality Marketing Programs, and involvement with the hotel associations and Visit DFW.
- Maintain professional and technical knowledge by regularly attending educational workshops and conferences, reviewing professional and industry publications, establishing personal networks, and participating in professional and industry associations.
- Coordinate cooperative marketing program participation, which may include hotels, attractions, other cities, media outlets, etc.
- Design and produce promotional collateral materials – distributable in print and online – for the ICVB and ICC.

## **SUPERVISORY RESPONSIBILITIES**

Organizational Supervision - Applies to full personnel management responsibilities including selection, discipline, grievances and formal performance evaluations for a position's direct reports plus all employees reporting up through subordinates, which will include approximately 1-2 employees.

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 employee.

## **FINANCIAL / BUDGETARY RESPONSIBILITY**

Develop, administer, monitor and coordinate the marketing/digital marketing budget of approximately \$500,000, which includes direct oversight and supervision of both the ICVB and ICC websites, digital agencies and functions, as well as all video creation and production for the ICVB and ICC.

## **QUALIFICATIONS:**

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

### **EDUCATION**

- Equivalent to a bachelor's degree from an accredited university in a relevant field of study.

### **EXPERIENCE**

- At least seven (7) years of progressive marketing experience; advanced digital marketing and supervisory experience are required.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

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

### **KNOWLEDGE OF**

- Administration and Management: Principles and processes involved in business and organizational planning, coordination, and execution. This includes strategic planning, resource allocation, manpower modeling, leadership techniques, and production methods.
- Contract Management: Methods for administering and managing contracts, understanding the terms and conditions of contracts, and payment thereof.
- 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.
- Supervision: Personnel motivation, interviewing, hiring, oversight, evaluation, and discipline.
- Sales and Marketing: Complex Principles and methods involved in showing, advertising/promoting, and selling services and locations; promotional program management.
- Advanced Marketing: Principles, practices, tools and resources for marketing analytics and data-driven marketing including attribution modeling, interpretation, and reporting; Current trends and best practices for both traditional and digital marketing.
- Digital Marketing: Strategies and tactics including retargeting/remarketing, influencer marketing, video advertising, display advertising and segmentation, content marketing, search engine marketing/pay-per-click, and email marketing.
- Tourism and Hospitality: An understanding of hospitality, bureau, and city missions, goals, and objectives especially as it relates to destination management and marketing, venue marketing, and attendance-building initiatives.
- Communications: Techniques and methods of communication, including alternative ways to inform and entertain via written, oral, electronic, and visual media.

- 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 DC.
- Industry Software: Sufficient familiarity with technology to use a variety of specialized industry software programs, such as Adobe Creative Suite for graphic design, as well as, a wide range of digital marketing platforms including web applications and content management systems, digital asset management systems, content platforms, and digital advertising.

## **SKILLS AND ABILITIES IN**

- Search Engine Optimization (SEO): Identifying and implementing strategies and tactics that maximize the targeting, visibility, and effectiveness of online media presences in search engine results.
- Digital Marketing: Utilizing tactics such as search engine marketing, retargeting, digital advertising, website development, and lead generation.
- Marketing Creativity: Developing and implementing successful advertising, marketing and promotional programming.
- Interactive Presentation: Effectively presenting information to groups and responding to questions.
- Prioritization: Selecting, from multiple options, activities to achieve a goal.
- Judgment and Decision Making: Weighing the relative costs / benefits of a potential action.
- Effective Supervision: Producing decided, decisive, and/or desired effect in the actions of those under one's direction, *such as* motivating a marketing team to meet department objectives and managing the performance of agencies and vendors.
- Research: Conducting research including design and measurement, sampling and survey, and data handling by the use of computers.
- 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.
- Complex Problem Solving: Identifying problems and reviewing related information to develop and evaluate options (which entails projecting consequences) and implement solutions.
- Problem Analysis: Identifying and defining problems, collecting data, establishing facts, and drawing valid conclusions.
- Maintaining Current Knowledge: Reading, analyzing, and interpreting general business periodicals, professional journals, technical procedures, or governmental regulations. This includes staying abreast of industry trends, issues, and innovations generally.
- Written and Oral Expression: Communicating information and ideas in writing, as well as through speech, so others will understand.
- Cooperation: Establishing and maintaining positive working relationships with those contacted in the course of work, such as hotel and attraction representatives.

## **GUIDANCE RECEIVED**

### **Priorities and Policies**

Organizational priorities and policies, along with professional standards and best practices, guide decisions and direction or advice given to others. Typically makes recommendations to superiors after considering various alternatives. Proactively addresses needed changes to policies, methods and procedures and obtains approval.

## **CONTACTS**

Internally, this position has daily contact with ICVB and ICC staff; frequent contact with other City staff, especially the City Attorney's office and Purchasing in the course of contract work; and, at least monthly contact with City Management. Externally, this position frequently engages with ICVB partners from hotels, attractions, and restaurants, as well as, industry-at-large partners, agencies, vendors and industry association memberships. It has near daily contact working with ICVB and ICC clients, and at least monthly contact with the ICVB Board of Directors and Irving's City Council and Mayor.

## **EQUIPMENT AND PROPERTY**

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