

MARKETING MANAGER



Quality of Life | Venues and Destinations

SUMMARY

Design and implement marketing plan. Determine target market for events as well as the most effective media to reach that market. Coordinate marketing efforts with other members in the hospitality industry and maintain relationships with representatives of local and user groups and the media including newspapers, magazines, television, and radio.

JOB OVERVIEW

PAY TYPE

Exempt (Salary)

SCHEDULE

Monday to Friday

Must be available to work weekends, nights, and holidays for scheduled events.

SHIFT

8 a.m. to 5 p.m.

LOCATION

Barry P. Bonvillain Civic Center

REPORTS TO

Director of Quality of Life

PHYSICAL DEMANDS

- Lift up to 50 lbs. (medium)

WORK ENVIRONMENT

- Indoors and outdoors in various climates and conditions, including exposure to noise, heat, cold, and dust
- Frequent interactions with members of the public

ESSENTIAL FUNCTIONS

- Communicate with director to discuss new ideas to promote the facility. Meet specified goals and objectives for facility usage.
- Design and implement marketing plan. Determine target market for events as well as the most effective media to reach that market. Coordinate marketing efforts with other members in the hospitality industry and maintain relationships with representatives of local and user groups and the media including newspapers, magazines, television, and radio.
- Establish relationships with the media, including newspapers, magazines, television, and radio.
- Create and publish a monthly newsletter, calendar of events, news releases, features stories, and early notifications emails about the facility and special events. Cultivate and maintain a large multi-cultural mailing list for calendar distribution and group sales.
- Create news releases and feature stories about the facility and special events for distribution to external media. Write and produce print ads and direct mail items. Create brochures, ads, and presentations.
- Recommend advertising timeline and allocation of marketing budget for promotional expenses. Gather bills for settlement.
- Coordinate design and layout of ads to be used in appropriate industry publications to publicize the facility and/or special events. Coordinate advertising to support the events calendar.
- Coordinate sale of advertising inventory, production of audio-visual programs, and corporate sponsorships.
- Perform other duties as assigned by supervisor.

GENERAL REQUIREMENTS

- Ability to establish and maintain effective working relationships with advertisers, users, employees and the public.
- Ability to plan, organize and implement advertising, promotion and publicity programs.
- Ability to maintain corporate relationships to enhance fundraising efforts for in-house events or advertising opportunities when needed.
- Possess outstanding verbal and written communication, analytical, collaborative, interpersonal, organizational, and content presentation skills.

EMERGENCY EVENTS

Required to work during emergency events.

Questions? No problem! Email us at employment@tpcg.org.

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EDUCATION, EXPERIENCE, AND LICENSES

- Four-year degree in marketing, mass communications, or related fields
- Three years of relevant experience in a public relations capacity, preferably in a special events facility or related environment.
- Combined education/experience may be evaluated to meet minimum requirements.

