

Pleasant Prairie

CONVENTION & VISITORS BUREAU

Director of Marketing & Communications

The newly formed Pleasant Prairie Convention & Visitors Bureau (PPCVB) is seeking a highly motivated, detail oriented individual to take on the role of Marketing/Communications Director.

The marketing & communications director will work closely with the executive director to further the mission of the PPCVB which is to enhance economy through tourism by promoting amenities, shopping, recreational and commercial opportunities within the Village – in all seasons –regionally and beyond. This position requires a combination of education and/or experience equal to at least five years in tourism, hospitality marketing, or public relations/communications. An emphasis will be placed on those candidates who have worked with the promotion of tourism and those who have marketing experience.

Qualifications:

- 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
- Marketing, communications, media buying, or publishing experience a plus
- Familiarity with writing press releases and managing media relationships beneficial
- Prior experience with management of a marketing and/or business development budget
- Experience in measuring and reporting marketing/advertising campaign analytics to ultimately measure ROI, efficiency, and effectiveness of campaign activity
- Capable of managing business accounts on a variety of social media platforms including, but not limited to, Facebook, Instagram, and Twitter
- Experience in social media analytics, reporting, tracking, and metrics analysis
- Technologically savvy with skills in using multiple platforms or software for a variety of tasks such as cloud file management or project management
- Computer skills including MS Office, Experience with Asana, InDesign and Photoshop preferred.
- Experience in using a CRM to manage and nurture potential or current customers
- Proven experience in managing multiple projects with deadlines. Must be a detail-oriented self-starter
- Excellent written and verbal communications skills
- Demonstrated skills in planning, organization and effective communication are essential
- Ability to exercise judgment and diplomacy in a wide variety of public contact situations
- Ability to travel periodically to industry conferences
- Previous experience in a Convention and Visitors Bureau is highly desirable

Responsibilities:

- Work with the executive director to develop all marketing campaigns as appropriate for sports, conventions and leisure markets. Implement, monitor and evaluate their effectiveness; change/refresh as needed

- Supervise the design and production of all PPCVB marketing materials to produce fun, useful, and visually exciting:
 - Print ads
 - Online ads
 - Brochures and all sales collateral
 - Signs, banners, and posters
 - Exhibit tradeshow booths and displays
 - Web content
 - Other materials as necessary
- Proof publications and advertising materials and assure that the proper materials are supplied to the appropriate media once the marketing plan is in place
- Ensure open communication and develop relationships with staffs of area hotels, attractions, the RecPlex, and other hospitality partners
- Work with the Executive Director and publisher on the creation of the annual Visitors Guide
- Maintain a leadership role within the hospitality industry to fulfill the PPCVB's overall mission
- Establish a "team" concept in order to market our area as a whole; i.e., co-op trade shows, advertising, special projects, and CVB publications
- Create and send a monthly email blast
- Attend/represent the organization at board, industry, and community functions
- Other duties as assigned by the Visitors Bureau Executive Director

- Position is officed in Pleasant Prairie. Some travel, evening, and weekend work will be required.
- Must have valid drivers license and own transportation and to be used on Bureau's business
- Must be able to lift 50# waist high
- May be required to sit or stand for extended periods of time whether indoors or outdoors, and squat, stoop or bend

Benefits offered:

PTO
 Simple IRA contribution
 Mileage reimbursement

Disclaimer

The above qualifications/responsibilities are not intended to be an all-inclusive list. Responsibilities are subject to change by the employer as the needs of the organization change.

Qualified applicants should send cover letter & resumes by July 22, 2019, to:

Michelle Williamson
 Executive Director
 PPCVB
 P.O. Box 580255
 Pleasant Prairie, WI 53158

Or
 via email: info@visitpleasantprairie.com