



Wisconsin Dells Visitor & Convention Bureau Job Description

Job Title: Marketing Manager

Department: Marketing

Reports To: Director of Marketing and Communications

FLSA Status: Exempt

Last Updated By: Sarah Hudzinski

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Consultant Review Date:

Summary

The Marketing Manager, under the direction of the Director of Marketing & Communications, plans, implements and reviews various marketing projects and processes to ultimately create growth in the economic impact of tourism for the Wisconsin Dells area. This position interacts with internal staff and external partners to ensure that collateral and communications reflect the Wisconsin Dells brand accurately.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

ESSENTIAL DUTIES AND RESPONSIBILITIES

In addition to the tasks summarized below, other duties may be assigned.

Marketing (est. 70%)

- Assists in the development and implementation of the marketing plan and content creation strategy that reflects brand identity for dissemination across multiple marketing channels on an annual basis.
- Manages all aspects of wisdells.com to include the implantation of the content creation strategy for the Bureau's website.
- Manages all aspects, in conjunction with the Communication Manager, of the Bureau's social strategy.
- Assists in the management of all web based resources. Requires working with the Bureau's content management software.
- Assists in the development of comprehensive promotions, programs and services.
- Monitors systems and procedures necessary to the efficient operation of the marketing functions of the bureau.
- Assists the Director of Marketing & Communications with budget oversight.
- Effectively communicates Bureau's marketing plans and programs to members and internal staff.
- Serves as liaison with outside agencies on ongoing advertising/promotional campaigns.
- Establishes and maintains relationships with industry influencers and key community and strategic partners.
- Manages appropriate use of Bureau's registered logo and photography.
- Manage the system for maintaining and archiving Bureau research documentation.
- Oversight of the Bureau image library.
- Assists with monitoring and enforcing the policies established by the Board of Directors.
- Manages the internal processes related to the production of the annual Vacation Guide.

- Oversight of the Co-op membership programs, online book direct program, and member ticket trade program.
- Monitor trends in destination and tourism marketing.

Supervisory (est. 30%)

- Directly supervises the Marketing Coordinator position.
- Directly supervises Web & Graphic Administrator position.
- Implements coaching plans and mentoring opportunities to develop a culture of teamwork, employee development and accountability.
- Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Other

- Attend member related events and actively participate in WDVCB, Wisconsin Dells Festivals and other related company sponsored events as requested.

ORGANIZATIONAL COMPETENCIES

To perform the job successfully, the employee should demonstrate the following competencies. It is expected that WDVCB employees are:

Dependable

- *Diligent* — Completes all tasks of a job in a timely and accurate fashion. Does what they say they will do with no excuses. Does not need reminders. Works to completion regardless of hours necessary.
- *Ethical* — Performs all work with the highest level of integrity, inspires trust. Does the right thing, especially when no one is looking. Maintains confidentiality.
- *Plans Well* — Plans and prioritizes appropriately. Plans for needed resources. Completes all coaching plan actions.
- *Efficient* — Uses both time and resources without waste.
- *Attendance* — Plans absences in advance and with notice.
- *Punctual* — Is on time for work, meetings and appointments.
- *Plays by the Rules* — Follows the rules, policies and guidelines of the WDVCB.

Respectful

- *Adaptable* — Adapts to change easily and with little resistance.
- *Communication* — Communicates clearly, genuinely and in the most efficient manner.
- *Coworker Champion* — Compliments the achievement of others and recognizes and celebrates extra effort.
- *Open* — Listens to others' opinions and ideas and respectfully disagrees when theirs differ.
- *Team Player* — Offers assistance wherever and whenever needed and shows gratitude for assistance.
- *Courteous* — Is courteous and professional to all visitors and coworkers, doesn't pre-judge and never speaks negatively about them.
- *Time Management* — Is mindful of others' workloads and schedules.

Positive

- *Work Face* — Professional in all communication and “checks life at the door.” Exhibits genuine enthusiasm and enjoys their work.
- *Problem Solving* — Looks for solutions and offers suggestions instead of complaining.
- *Upbeat* — Looks for the good in everything. Their energy brings others around them up. Avoids dramatic and negative people.
- *Leadership* — Portrays traits and behaviors that others want to emulate.
- *Walks the Talk* — Consistently displays positive, “glass half full” attitude. Doesn’t just say “I’m positive!”

Coachable

- *Growth* — Wants to improve, knows they have more to learn and room to grow.
- *Team Player* — Appreciates others’ opinions and wants to learn from them.
- *Reflects* — Looks in the mirror – reflects on their thoughts and actions as contributing factors and not that of others.
- *Change* — Applies coaching and feedback to prevent issue/error reoccurrence.
- *Acceptance* — Accepts and learns from constructive criticism.

QUALIFICATIONS

To perform this job successfully, the individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Required Skills

- Proficient in Microsoft Office Professional.
- Previous experience with a web content management system highly preferred.
- Experience with FTP software and Microsoft CRM integration is preferred.

Other Skills and Abilities

- Ability to demonstrate excellent written and oral communications skills (including AP style).
- Superior attention to detail
- Strong organizational and time management skills

EDUCATION AND/OR EXPERIENCE

Bachelor's degree (communications, marketing, hospitality or business) plus a minimum of five years, preferably more, related marketing experience. Minimum of two years, preferably more, supervisory and/or leadership experience.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by the employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this Job, the employee is regularly required to sit, use hands to type, talk, and hear.
- The employee is occasionally required to stand and walk.

- The employee must occasionally lift and/or move up to 50 pounds.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The noise level in the work environment is usually quiet to moderate.