



**JOB TITLE: Director of Marketing**

**SALARY RANGE: \$85,000.00 - \$145,000.00**

**OPENING DATE: October 27,2021**

**CLOSING DATE: November 30,2021**

**WORK HOURS: 8:30a.m. – 5:30p.m.** Monday - Friday and occasional weekends  
Flexible in office and virtual options to be arranged with supervisor.

**JOB SUMMARY:**This position reports directly to the Vice President of Marketing, Communications and Tourism Development & Visitor Information Center. Under general direction, this position is responsible for strategic storytelling planning, market research, staff management, marketing implementation, advertising creative storytelling and media direction, agency management, budget development and management, partner CoOp development/ management and reporting analysis of results. Working conditions are primarily in the office environment; however, flexible office hours are available.

**ESSENTIAL JOB FUNCTIONS:**

- Works closely with Vice President of Marketing, Communications, and Tourism Development, Director of Communications, Director of Tourism, Director of Visitor Information center and Agency of Record to elevate the brand.
- Helps to establish and meet annual marketing goals.
- Works with Vice President of Marketing, Communications and Tourism Development, Agency of Record, Visitor Information Center and Research Manager to determine marketing research needs.
- Utilizes results analysis and research to establish overall strategic direction.
- Oversees development of multiple annual marketing plans for domestic and international leisure markets and meetings & conventions market.
- Prepares annual marketing business plan.
- Provides updates for executive reports, critical issues and quarterly reports.
- Builds productive relationship with Agency of Record and facilitates successful implementation and execution of marketing strategies and tactics.
- Supervises and reports ROI analytics based on previously agreed upon goals and expected deliverables from advertising activity
- Leads weekly status meetings with Agency of Record and staff to monitor overall priorities and facilitate decision-making.
- Provides direction and input to staff and Agency of Record for execution of annual marketing plans.
- Supervises creative assignments, manages timelines and quality of production values.
- Works strategically to maximize resources across initiatives and plans.
- Researches and confers with Agency of Record to propose new technologies and alternative marketing vehicles.
- Occasional communication to multiple boards of directors, stakeholders and industry partners.
- Leads team in implementation of spontaneous opportunities with tight deadlines.
- Facilitates approval of creative materials and monitors brand integrity.
- Works closely with Vice President of Marketing, Communications and Tourism Development,

Director of Communications, Director of Tourism and Agency of Record to develop multiple annual budgets, including budget allocation for media channels and major initiatives.

- Manages multiple agency and operational budgets, including review and approval of estimates and invoices.
- Develops and manages Co-Op program to meet financial goals and serve as a tool for additional partner advertising solutions.
- Supervises staff, including mentoring and evaluating performance.
- Participates in Marketing Committee and Leisure Advisory Committee meetings, Cultural Committee and other committees as assigned.

**JOB REQUIREMENTS:**

- Bachelor's Degree from an accredited college or university
- Ten (10+) years of experience directing or managing marketing and advertising efforts, including managing agency, supervising staff, providing strategic direction, providing creative direction and evaluating creative output.
- Minimum 5-year experience with social and digital media including analytics and reporting.
- Experience managing annual budget of \$3-5+ million.
- Tourism marketing experience is preferred.
- Occasional overnight travel is required.
- Valid Class 'C' Texas Driver's License

**PREFERRED QUALIFICATIONS:**

- Degree in Marketing
- Master of Business Administration (MBA)

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Ability to proficiently communicate in English; verbally and in writing.
- Bilingual (English/Spanish) is preferred but not required.
- Ability to work effectively with a team of marketing and communications professionals.
- Ability to manage multiple parallel projects with tight deadlines
- Ability to communicate clearly and effectively both verbally and in writing.
- Ability to establish and maintain an effective working relationship with employees, management and the general public.
- Ability to develop clear and concise written reports and proposals.
- Ability to brainstorm and offer ideas and possible solutions for marketing challenges and opportunities.
- Strong skill-set on innovative thinking and strategic planning.
- Ability to conduct effective presentations before large and small groups.
- Knowledge of modern business and office procedures.
- Skill in utilizing a personal computer and associated software programs, including Word, Excel and PowerPoint.
- Ability to supervise, train, and evaluate assigned staff.
- Ability to monitor budgets.

**PHYSICAL REQUIREMENTS:**

Physical requirements include occasional lifting/carrying of 10 to 15 pounds; visual acuity, speech and hearing; hand and eye coordination and manual dexterity necessary to operate a

computer keyboard and basic office equipment. Subject to sitting, standing, reaching, walking, twisting and kneeling to perform the essential functions.

**APPLICANT INFORMATION:**

- If selected for this position, official transcripts, diplomas, certifications and licenses must be submitted at the time of processing. Unofficial transcripts and copies of other relevant documents may be attached to the application for consideration in advance.
- Please be advised that if selected for this position, information regarding employment history as it relates to the qualifications of this position will be needed for employment verification. Applicants claiming military service to meet the experience requirement for this position may attach a DD214 to the application.
- Applicants selected for employment with Visit San Antonio in this position must receive satisfactory results from pre-employment drug testing and background checks. If required for the position, a physical, motor vehicle record evaluation, and additional background checks may be conducted.

**To apply for this position, please send your application, EEO questionnaire, resume, and cover letter to [jobs@visitsanantonio.com](mailto:jobs@visitsanantonio.com).**

Job post: <http://partners.visitsanantonio.com/english/jobs>