



Vice President of Marketing

Summary

Visit Tyler is seeking a dynamic and strategic leader to serve as our **Vice President of Marketing**. This role, reporting to the President of Visit Tyler, is responsible for shaping and executing our marketing and communication strategies to position Tyler as a premier destination for meetings, sporting events, leisure, and group travel.

Key responsibilities include overseeing media relations and social media efforts, developing and producing compelling promotional and marketing materials, and supporting the Visit Tyler, SPORTyler, and The Earl Campbell Tyler Rose Award team in achieving their goals through effective marketing strategies.

Essential Job Functions & Other Important Duties

Essential Job Functions:

- Manages Visit Tyler's marketing plans and programs
- Oversees the editorial content, photography, and layout for Visit Tyler's print and digital marketing campaigns
- Oversees the editorial and design content for all marketing and promotional materials with final approval from President of Visit Tyler
- Develop and design comprehensive marketing materials, including advertisements, brochures, social media graphics, event materials and more, as identified.
- Manages editorial coverage for Tyler, Tyler hotel properties and attractions, and Visit Tyler through the development of news releases and "pitching" travel trends and current event story ideas to the media
- Works with Visit Tyler President on media buying and manages the return on investment (ROI) for promotion and marketing efforts
- Creation and distribution of videos, film clips, digital content, print media and photographs to be used for publicity
- Oversee community partnerships for local events like Weekend of Flight, Tyler Azalea Trail, and more
- Manage and distribute monthly e-newsletter information to newsletter subscribers and tourism partners
- Manage an annual calendar detailing production and distribution timelines
- Oversees the management of website traffic and conversion rate, mobile application, social media growth, distribution reach of promotional advertising in industry trade publications, click-thru & conversion rate for digital campaigns
- Manages earned media opportunities as well as reports outcomes on a quarterly basis
- Creates systems and methods to grow engagement and traffic/followers to Visit Tyler social media platforms
- Assists in the development of marketing goals and objectives
- Promotion of city-owned tourism facilities, including, but not limited to: the Rose Garden Center, W.T. Brookshire Conference Center, Tyler Pounds Regional Airport, Goodman Museum, Liberty Hall, Gallery Main Street, Downtown Tyler, and all city parks, trails and recreational facilities
- Manage the Visit Tyler Visitor Center
 - order product
 - contract with local artists
 - watch sales
 - conduct quarterly audits
 - organize displays

Other Important Duties:

- Travels to attend tradeshow, meetings, conferences, and trainings.
- Participates in various industry organizations and activities to maintain positive relationships and awareness of Visit Tyler
- Performs other related duties as assigned

Job Requirements

Required Knowledge and Skills:

- Skills in communicating with a wide variety of people
- Skills in establishing and maintaining effective working relationships with employees, management, outside agencies, and the media
- Skills in organizing workflow and managing multiple projects
- Proficient in managing social media channels
- Proficient in verbal and writing skills, including a command of grammar, usage, and vocabulary.
- Proficient in the use of computers and related equipment, hardware and software applicable to area of assignment, specifically **Adobe Creative Suites: Illustrator, Photoshop, Canva**, Microsoft Word, Power Point, and Excel.
- Proficient in Square for Visitor Center store purchases and management.
- Ability to work under deadlines
- Ability to define and resolve problems quickly and effectively
- Prefer working knowledge in the following programs: Meltwater, Sprout Social, Canva, Constant Contact and website hosts

Preferred Education, Experience, and Certifications:

- Bachelor's degree in marketing, communications, journalism or related field plus three (3) years of increasingly responsible experience in marketing, including media and community relations or equivalent combination of education and experience.
- Must possess valid State of Texas Driver's License

Accountability:

- Report directly to the President of Visit Tyler
- Yearly evaluation at end of fiscal year based on overall work attitude and ability to perform above-described duties

Environmental Factors & Conditions/Physical Requirements

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- Work is performed in an office setting, off site, and at special events
- May be subject to repetitive motion such as typing, data entry, and vision to monitor
- Ability to lift 30 pounds
- May be subject to extended periods of standing, bending, reaching, kneeling, and lifting such as setting up for meetings and events, transporting materials and supplies for presentations and programs