

# City of Santa Fe, New Mexico

P.O. Box 909, 200 Lincoln Ave  
(505) 955-6597 Fax (505) 955-6810

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|                         |  |                           |                            |
|-------------------------|--|---------------------------|----------------------------|
| <b>POSITION TITLE</b>   | <b>CVB Director of Marketing (2243)</b>    | <b>SALARY RANGE:</b>      | <b>\$25.531-50.655 (O)</b> |
| <b>DEPARTMENT</b>       | <b>Tourism</b>                             | <b>FLSA/UNION STATUS:</b> | <b>Exempt/Nonunion</b>     |
| <b>PERIOD TO APPLY:</b> | <b>3/16/2018-4/16/2018</b>                 | <b>POSITION STATUS:</b>   | <b>Exempt/Full-Time</b>    |
| <b>SUPERVISOR:</b>      | <b>Executive Director Tourism Santa Fe</b> | <b>LOCATION:</b>          | <b>CVB</b>                 |

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## GENERAL DESCRIPTION

The CVB Marketing Manager, in conjunction with the CVB Executive Director, is responsible for identifying market opportunities and developing short- and long-term marketing strategies with the objective of attracting business and promoting destination awareness and brand recognition for the City of Santa Fe.

## SUPERVISION RECEIVED

Works under the general supervision of the Executive Director of TOURISM Santa Fe.

## SUPERVISION EXERCISED

Provides general supervision and general direction to assigned staff and oversight and direction of contractors which include, but may not be limited to, travel planner, website, advertising agency and public relations contractors.

## NATURE OF WORK

**ESSENTIAL FUNCTIONS:** *The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.*

Develops, writes and edits the Strategic CVB plan/program in conjunction with the Executive Director and Director of Sales to ensure a strategic approach that is consistent with mission, vision and stakeholder needs.

Develops, implements and maintains the Marketing Plan to ensure a strategic approach that is consistent with mission, vision and stakeholder needs.

Researches and develops new ideas to market Santa Fe.

Develops, manages and implements the strategies outlined in the marketing plan.

Develops and executes the brand image that uniquely identifies Santa Fe from its competitors and promotes Santa Fe as a compelling travel destination.

Evaluates, tracks and reports on all programs to ensure that plan, budget and results are aligned.

Prepares monthly reports for the Executive Director, monthly reports for OTAB and quarterly reports for City Council with results of our marketing efforts compared to standard norms.

Analyzes industry trends for group and consumer markets to facilitate the CVB's marketing objectives; oversee marketing databases and photo archives – keeps current and relevant; and insures the integration of all marketing efforts.

Develop and sustain tourism partnerships which instill a sense of community unity in driving tourism to Santa Fe; and develops and manages strategic alliances and cooperative campaigns.

Oversees, in conjunction with the Executive Director, online and e-marketing assets including social media programs and website. Keeps abreast with industry changes in these areas and recommends enhancements and efficiencies.

Oversees the creation and production of collateral materials both in print and electronic media.

Develop and implement familiarization tours and sales and marketing blitzes targeting consumers, tour operators, travel planners, wholesalers, group meeting planners, local and national press while creating and overseeing databases for these market segments.

Establishes and oversees deliverables contained in marketing contracts.

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Participates in trade shows, Press fam and desk side trips, representing Santa Fe as top destination.,

Completes special projects, as needed.

## **MINIMUM QUALIFICATIONS**

## **EDUCATION AND EXPERIENCE**

Bachelor's Degree in business, marketing or tourism; and five (5) years of marketing experience, preferably within the hospitality industry; or High School diploma and nine (9) years of marketing experience, preferably within the hospitality industry.

## **ADDITIONAL REQUIREMENTS**

Must possess a valid driver's license upon hire and obtain a City of Santa Fe driving permit within three (3) months of hire.

Requires travel and attendance at evening and weekend events.

## **KNOWLEDGE, SKILLS, AND ABILITIES**

**Considerable knowledge of** brand image development and management, advertising placement, promotions and marketing; the principles and techniques of tourism promotion: creating and developing effective promotional materials, brochures and media; online media, social media and the internet; writing, spelling, punctuation and grammar; copy editing, basic image editing and design; computer applications, operations and peripheral equipment; sales/marketing; public relations; basic arithmetic; filing, record keeping and standard office practices.

**Considerable skill** in effective communication, both orally and in writing; developing and maintaining interpersonal relations; operating computers, computer software and peripheral devices; prioritizing, organizing and handling several projects at a time; creating and developing promotional materials, brochures and media online and through social and other media; sales and marketing, copy editing, image editing and design; and to work both independently and as part of a team.

**Considerable ability to** present information clearly and concisely both orally and in writing; establish effective working relationships with associates, business partners and the public; prioritize and manage multiple projects simultaneously in a fast-paced environment; and travel locally and overnight to events, meetings and tradeshow.

## **PHYSICAL DEMANDS/WORK ENVIRONMENT**

Work is performed in a typical office setting with typical climate controls. Business attire required. Tasks require a variety of physical activities such as walking, standing, stooping, sitting, reaching, not generally involving muscular strain. Job functions normally require talking, hearing and seeing. Common eye, hand, finger dexterity required for most essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, discriminating thinking and creative problem solving. Periodic travel and attendance at evening and weekend events is required. Requires the ability to lift up to 40 pounds

## **ADA/EEO Compliance**

The City of Santa Fe is an Equal Opportunity Employer. In compliance with the American's with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective employees and incumbents to discuss potential accommodations with the employer.

## **VETERAN'S HIRING INITIATIVE**

Pursuant to City of Santa Fe Resolution No. 2013-079, the City of Santa Fe Human Resources Department (HRD) has implemented a Veterans' Hiring Initiative policy in order to provide opportunities for veterans who meet or exceed the minimum qualifications for city employment to obtain City employment. The Governing Body does not guarantee that a veteran shall be hired for the position being applied for, only that the veteran will be given an interview; and, it does not intend to supersede or modify any collective bargaining agreement that is currently in place with the City of Santa Fe.

**Job applicants who are veterans who have an honorable discharge from the military or are members of the National Guard or Reserve who have successfully completed basic training, must use the Veteran Certification Form to identify themselves and then must attach a copy of their DD214 or DD215 and/or their proof of current Active, Guard or Reserve enlistment in order to certify their status.**

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