

JOB TITLE: Marketing & Event Director

DEPARTMENT: Chamber and Tourism

DIRECT REPORT: Executive Director

### PURPOSE

Work closely with the Executive Director in a marketing capacity to promote awareness and maximize the public reach of information about Salado and specifically the functions of the Chamber of Commerce and the Salado Village Department of Tourism. Work closely with the Executive Director and volunteers in the timely creation, production and implementation of events that bring in tax dollars to the Village and actively partners with business to support the events.

### RESPONSIBILITIES

The following regarding Marketing in conjunction with Executive Director:

- Plan and execute yearly marketing plan and budget administration
- Organize, produce and attend scheduled Chamber marketing programs
- Create and produce public relations and marketing collateral
- Manage all lists and coordinate any external communication campaigns both print and electronically
- Stay abreast of cutting edge technology Maintain active sales lead base regarding prospective Chamber members and develop active ongoing campaign for securing the leads as members
- Actively participate, direct and coordinate internal communication and marketing messages with Chamber members, lodging properties and the community at large
- Assess various campaign and programs effectiveness and determine need for changes, additions, and/or deletions
- Stay cutting edge on social and electronic media and it's effective use which will allow a more cost effective way of messaging
- Responsible for inventory and cost effectiveness of marketing swag

The following regarding Events:

- Plan and execute yearly event plan and budget administration including return on investment analysis
- Build & strengthen relationships with current members and encourage new businesses to be appropriately involved in the established events
- Actively attend outside functions relating to the chamber/tourism industry
- Direct and coordinate internal event communication to promote Village unity and to build team trust
- Recruit, encourage and help to manage volunteers and ambassadors in conjunction with other office personnel

## **REQUIREMENTS**

Bachelor's degree in General Business, Communications, Marketing or Public Relations preferred. Prefer a minimum of 3, prefer 5 years' experience in event planning and implementation. Prefer a minimum of 3, prefer 5 years' experience in marketing in a for profit or not for profit business or industry.

Superior organization, research, negotiation and social media skills are essential.

Proficient use of Microsoft Office Suite including Creative software programs.

Some out of town travel might be required. Frequent weekend and late night activities required.