



Yosemite Mariposa County Tourism Bureau (YMCTB)

Yosemite Mariposa County Tourism Bureau is a private, not-for-profit organization

JOB DESCRIPTION

Job Title: Marketing Manager & Coordinator
Reports to: Executive Director
Status: Non-Exempt
Date: November 1, 2018
Status: Full Time

Position Summary:

The Marketing Manager & Coordinator supports the overall Yosemite Mariposa County Tourism Bureau - Sales & Marketing efforts. Coordinates various marketing functions which include tasks related to; marketing strategy, multi-agency coordination, advertising, promotions, direct mail. May include; public relations, website management and website content.

Compensation:

TBD

Primary Functions:

- Integrate, manage and coordinate all marketing, advertising, PR and promotional agencies and activities.
- Conduct market research to determine market requirements for existing and future marketing plan, strategy and tactics.
- Analysis of customer research, current market conditions and competitor information.
- Working with the Executive Director, develop and implement marketing plans and projects.
- Manage the productivity of the marketing plans, projects & KPI's.
- Monitor, review and report on all marketing activity and results.
- Determine and manage the marketing budget.
- Deliver marketing activity within agreed budget.
- Liaison with all agencies; PR, Web/Internet/Search and Advertising agencies.

Essential Functions:

Advertising & Marketing Functions:

- Daily management of media plan execution – coordinate with internal stakeholders to gather and interpret information to marketing partners to facilitate planned campaign initiatives.

Essential Functions (Cont.):

- Responsible for performing Quality Assurance of all media.
- Responsible for proofing and edits of all media and obtaining final sign off by the Executive Director.
- Tracking of plan schedule to ensure all deadlines are met.
- Participate in strategic planning for seasonal and other campaigns.
- Monitor and report advertising results.
- Responsible for approving, processing and recording all marketing invoices and balancing marketing GL code financials.
- In conjunction with the Communications Manager, manage creative assets, image library and image needs to vendors, managers, staff member as necessary.
- Responsible for screening advertising base (solicitation calls) to advertising agency
- Assist Operations Manager by maintaining updates and inventories of brochures and collateral.

Promotional Functions and Various

- Report weekly progress notes to Executive Director and Staff.
- Participate in County, marketing, Board, Chamber and other related meetings.
- Represent the Tourism Bureau at Community events.
- Additional related tasks may include the following based on location:

In the absence of, or assisting the Communications Manager:

Public Relations Functions:

- Information gathering for press releases or pertaining to seasonal activities, holidays, lodging and other activities.
- Work with Communications Manager, Operations Manager and Public Relations Firm to coordinate journalist visits.
- As needed, act as host to visiting journalists, media and T&T FAM trips.

Website/Internet Functions:

Assist:

- Posting alerts or special information on the Yosemite.com website.
- Keep website content current by updating daily, weekly monthly and seasonally with Communications Manager.
- Update website special deals and packages from local Lodging Partners.

EDUCATION, EXPERIENCE AND SKILLS REQUIRED:

- Must have experience managing marketing or advertising agencies, or multiple agency/partners.
- Experience in DMO, hospitality or attraction industries preferred.
- Associates Degree in business or equivalent experience preferred.
- Proficient in computer based work, in an office environment. Working knowledge of Microsoft Office products, Web editing and design, HTML, Photoshop and Adobe Creative Suite.

Additional Responsibilities:

- Support Executive Director on projects as requested.
- Performs additional tasks, as needed.

POSITION QUALIFICATIONS

- Commitment to the mission of Yosemite Mariposa County Tourism Bureau.
- Bachelor's degree in communications, journalism, public relations, new media or related area.
- 4-6 years post-college work experience.
- A desire to learn about and actively recreate at Yosemite National Park and Mariposa County and serve as an expert in the region.
- Excellent communication skills, including speaking and writing.
- Strong planning and organizational skills and attention to detail.
- Ability to complete multiple tasks and projects in a timely manner, despite unscheduled interruptions.
- Excellent computer skills including MS Office Suite. Familiarity with Adobe Photoshop is a plus.
- Proven ability to understand, use and anticipate changes in new communication technologies, especially with social media and mobile applications.
- Familiarity with HTML, Word Press or other web content management systems
- Experience working with external vendor resources.
- Self-sufficient worker with ability to prioritize, quickly manage multiple tasks and responsibilities and meet multiple deadlines.
- Self-starter who displays enthusiasm, interest, and initiative in taking on new projects as requested.
- Must be comfortable communicating with a variety of people in a professional manner
- Proficiency in working independently of supervision.
- Ability to work within a team in courteous, professional, and enthusiastic manner.
- Ability to communicate well with people outside of the company and represent the company in a professional manner.
- Should be intimately familiar with Yosemite National Park and Mariposa County.

WORKING CONDITIONS

- Occasional travel within Yosemite National Park and to/from the San Francisco Bay Area, Los Angeles and Sacramento.
- Valid driver's license and safe driving record.
- Frequent computer use at workstation up to three hours at a time.
- Adjusted work schedule, overtime, and evening/weekend hours may be required to meet deadlines.
- Occasionally may walk on uneven ground while on trails in Yosemite National Park.
- Lifts, carries or otherwise moves and positions objects weighing up to 30 pounds.

PHYSICAL DEMANDS:

- Attendance and punctuality.
- Mobility within the office.
- Mobility at offsite venues, including movement up and down stairs.
- Ability to walk, sit, and stand.
- Ability to lift to 25 pounds.
- Ability to drive own vehicle, as required to perform essential job functions (proof of vehicle insurance is required).

Changes: This job description will be updated if duties and responsibilities change significantly. Job functions are subject to modification based on business necessity.

ADA/FEHA: The Company will make reasonable accommodations in compliance with the Americans with Disabilities Act of 1990 and California's Fair Employment and Housing Act.

EEO: The Company is an equal employment opportunity employer.