

## Fargo-Moorhead Convention & Visitors Bureau

### JOB DESCRIPTION

**Position:** Director of Marketing  
**Reports To:** President/CEO

### POSITION OBJECTIVE AND PURPOSE

The Marketing Director of the Convention & Visitors Bureau is responsible for helping promote the Fargo-Moorhead-West Fargo area as a destination for visitors. The Marketing Director leads a marketing team to determine—in consultation with the President/CEO—the marketing strategy of the CVB. The Marketing Director will also be responsible for working with any advertising agencies or other companies toward the implementation of that strategy in all its forms. These strategies include advertising, public relations, earned media, social media, research, special promotions, and the following as needed or directed; direct sales, tradeshow/industry meetings, familiarization tours and visitor services.

### PRINCIPAL DUTIES & RESPONSIBILITIES

#### Marketing

- Prepare and administrate an annual marketing budget for the CVB to effectively implement all the related aspects of the annual marketing plan.
- Prepare, administrate, and track all external funding programs in which the CVB participates, including North Dakota and Minnesota Tourism grant projects.
- Implement the various facets of the CVB advertising plan, including print, internet, electronic (including social media), direct mail, specialty, and billboard advertising.
- Oversee and assist the Digital Marketing Manager in all FM CVB social media marketing, including all social media platforms and their content regarding the CVB.
- Hire, train and supervise marketing department staff.
- Develop materials and write articles in a continuing effort to obtain maximum media coverage for the destination, such as press kits, guidebooks, newspapers, and magazines for both trade and consumer visitors.

- Provide information, assistance and services to travel writers, convention writers, food writers, and other media.
- Evaluate effectiveness and efficiency of all FM CVB advertising.
- Create, place, and track publicity concerning Fargo-Moorhead and CVB activities.
- Assist in maintaining an up-to-date database in the CRM system, currently "SimpleView".
- Maintain and update the FM CVB website, including all photos, and information on hotels, restaurants, attractions, etc.
- Contribute to blog posts and participate in other content creation.

### **Marketing and Sales Service**

- Collaborate with other departments to manage or assist with social media or other marketing options.
- Be responsible for and oversee designated design work. This may include recurring CVB publications, sales presentation graphics, announcements, invitations, etc.
- Be responsible for updating of all marketing information on web site as needed.
- Be ready to work at CVB functions and trade shows on an occasional basis as requested by the President/CEO or Director of Sales.
- Assist sales department in marketing when requested by the Director of Sales, in concert with the President/CEO.
- Oversee all digital assets in the CVB's library of photos, slides, and articles regarding the CVB, the area, and tourism in general.

### **Community Service**

- Oversee compilation of the CVB's F-M area events calendar.
- Serve as CVB representative to the Downtown Community Partnership and/or other community committees as directed by President/CEO.

## **Office/Technical Skills**

- Proficient at electronic applications such as Microsoft Word, Excel, PowerPoint, Adobe Acrobat, and web-based applications as they are needed.
- Knowledge of Adobe Creative Suite, specifically InDesign, Illustrator, and Photoshop.
- Excellent writing skills including a command of grammar, usage, and vocabulary.
- Strong attention to detail and proofreading.
- Experience with media relations.
- Familiarity with the local area.
- Responsibility for any other duties assigned or directed by the President/CEO.

## **Additional Information**

Travel and attendance at industry functions may be necessary on weekdays and weekends. Due to the nature of the business, every position at the FM CVB requires flexibility and, at times, duties that supersede a specific job description. Specific policies are defined in the employee manual.

**NOTE:** This is a general description of the nature of this job and the types of work associated with it. It is by no means complete or exhaustive in its scope.

### **Positions that report directly to the Director of Marketing:**

Digital Marketing & Social Media Manager

Multimedia Production Specialist