

Job Title: Marketing Manager for Yakima Valley Tourism (YVT)

Job Category: Administration

Reports To: President & CEO

Summary: Creates and implements marketing strategies and tactics to promote the destination to visitors in a manner which maximizes the economic impact for the area through overnight stays. Supervisor of any social media content creators and works closely with the Graphics & Web Developer.

Duties & Responsibilities: Directly outlines all advertising strategies for leisure tourism. Oversees advertising agency contract (if applicable) and/or implements advertising strategy for leisure travel.

Develops and manages marketing/advertising aspects of the Yakima Tourism Promotion Area (TPA).

Directs Internet Marketing efforts and strategic marketing efforts of YVT websites visityakima.com, yakimasports.org, yakimacenter.com. and other websites. Manages development projects, obtains appropriate creative and production bids associates with web site and manages necessary contracted designers and programmers. Presents new technologies and solutions to enhance existing marketing strategy.

Brand Manager: With input from CEO, develop and implement brand strategy and community education in regards to the tourism brand. Maintain adherence to brand guidelines and use of brand assets.

Social Media Manager: Develops and implements leisure tourism social media strategies and measurement metrics.

Supervises content updates to YVT's websites working with the Graphics and Web Developer.

Monitors the development, quality and quantity of existing and renewing printed and online materials/collateral. Works with contractors in the creation of new printed and online materials/collateral for YVT.

Obtains appropriate creative and production competitive bids for marketing collateral.

Submits annual budget proposal, outlining promotion direction for next fiscal year.

Develops YVT annual report in conjunction with President & CEO and Directors. Contributes to the annual YVT business/marketing plan in conjunction with President/CEO and management staff.

Represents organization to various Valley communities and works with their tourism efforts and groups to fulfill mutual goals and any contractual work. Creates monthly marketing report for Board of Directors, TPA and Director of Sales meetings.

Participates in service clubs and/or programs/events that will enhance working relationships.

All other duties as assigned.

Requirements:

- Four-year degree in advertising, marketing or business administration from an accredited university.
- 5 years marketing experience
- 5 years internet marketing experience
- 5 years fiscal/budgeting experience
- 2 years tourism industry experience preferred
- Supervisory experience
- Excellent communication, presentation, and organizational skills

Salary

Commensurate with experience and education. Excellent health and benefit package.

Application

Submit cover letter, resume, references, salary requirements and work samples (no more than four)

By mail:

Wendi Bixler, Controller & HR Manager
Yakima Valley Tourism
10 North 8th Street
Yakima WA 98902

By E-Mail:

wendi@visityakima.com

EEO Policy

It is the policy of Yakima Valley Tourism to provide equal employment opportunity to employees and applicants for employment without regard to age, sex, race, creed, religion, color, national origin, marital status, disability, honorably discharged veteran or military status, pregnancy, sexual orientation, and any other classification protected under federal, state, or local law.