



## **JOB DESCRIPTION**

**Title:** Marketing Manager  
**Department:** Marketing  
**Reports to:** Chief Marketing Officer

**Summary:** Supports Visit Jacksonville’s marketing initiatives through the coordination and execution of marketing-related projects and deliverables. Collaborates with both the Marketing and Sales & Services teams to fulfill contractual obligations and ensure timely completion of assigned projects. Manages the organization’s email marketing system, presentation development, conference and event preparation, and other marketing support functions. Performs all responsibilities in alignment with Visit Jacksonville’s mission, vision, and organizational goals.

### **Primary Responsibilities:**

- Design, write, and create all Visit Jacksonville emails for distribution through Mailchimp.
- Develop pre- and post-conference customized materials for each Sales Manager and assist with distribution to appropriate channels.
- Manage all tradeshow and conference preparations to include shipping, booth design, material preparation, amenity requests, etc.
- Develop and maintain creative, customizable sales presentations, including new PowerPoint and video options.
- Responsible for creating distribution letters generated by the team for bid books, grant awards, support of future events, and commitments for the sales team to use.
- Manage the planning and execution of all Visit Jacksonville photo shoots and video creation projects, including the Request for Proposal process of these projects when needed.
- Develop graphics, signage, street pole banners, floor decals, etc., as needed.
- Develop presentations and collateral for Visit Jacksonville for use at conferences, community events, and local speaking engagements.
- Manage all brochure updates and new brochure development with the contracted marketing agency.
- Manage promotional contests.
- Other responsibilities and duties as assigned.

**Education and Experience: Minimum of 3 years’ experience in Marketing related to supporting sales efforts in a hospitality or tourism focused business. Preference given to experience in convention, group or meetings marketing initiatives.**

- Four-year degree in Marketing, Advertising, Communications, or related subject.
- Ability to perform under time constraints and within a fast-paced work environment.
- Must be extremely organized.
- Experience with email marketing platforms, preferably Mailchimp.
- Preferred experience with design programs like Photoshop, Canva and InDesign.
- Strong written and verbal communication skills.
- Basic understanding of the Travel and Tourism Industry.
- Working knowledge of Microsoft Office.
- Preferred presentation development experience.