

JOB DESCRIPTION

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

Summary: Responsible for executing the strategic initiatives of the Convention Sales marketing tactics for meetings and group business. Works with both the Convention Sales & Marketing teams to ensure successful completion of required deliverables for contractual obligations. Assists with Visit Jacksonville presentation needs, meetings, and distribution for outreach locally and in market. Performs responsibilities in a manner consistent with the support of Visit Jacksonville’s vision and mission.

Major Responsibilities:

- Coordinates with advertising agency on all convention sales, meetings & group projects and deliverables.
- Creates, sends and maintains accurate records of all eblasts related to tradeshows and sales activities.
- Develops pre-conference and post-conference customized material for each Sales Manager and assists with the distribution to appropriate channels.
- Develops, maintains, updates and monitors the content on all meetings related pages on visitjacksonville.com.
- Ensures all template distribution letters generated by the Convention Sales team are current with Visit Jacksonville design requirements and utilize up-to-date methodologies (links, etc.).
- Develops, distributes and tracks all social media content pertaining to Convention Sales.
- Develops creative and customizable sales presentations to include new PowerPoint and video options.
- Develops presentations and collateral for Visit Jacksonville for use at community events and local speaking engagements.
- Actively seeks community opportunities for Visit Jacksonville participation aligning with mission and vision of organization.
- Maintains and distributes quarterly hotel development presentation.
- Executes all Convention Sales photo shoots and video creation projects.
- Solicits special offers from hotels and venues for quarterly promotions.
- Executes all marketing strategies and initiatives pertaining to Sports Tourism efforts.
- Assists with recognition efforts for partners in the community based on campaign(s) of Convention Sales team.
- Strengthens and expands marketing efforts for “Bring it Home” campaign.
- Assists with the design of welcome signage, street pole banners, floor decals, etc. as needed by Destination Experience team for servicing groups.
- Assists with execution of Visit Jacksonville events and familiarization trips.
- Works with Senior Marketing and Communications Manager on annual public relations strategies for meetings.

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 Public Relations, Communications, Marketing or related subject.
- Superior written and verbal communication skills.
- Strong understanding of the Travel and Tourism Industry.
- Ability to perform under time constraints and within a fast-paced work environment while adhering to budgets.
- Working knowledge of Microsoft Office.
- Preferred presentation development experience.
- Preferred event planning experience.
- Preferred experience in published writing or blogs as a component of professional resume.