

## Fredericksburg Convention and Visitor Bureau (FCVB)

**POSITION:** Marketing Manager

**STATUS:** FLSA Exempt

**JOB SUMMARY:** This position is responsible for the successful management of marketing strategies in the Fredericksburg CVB's destination marketing efforts. The role requires an innovator, a trendsetter, a progressive thinker who can connect traditional, digital, and social media components to the FCVB's strategies. With insight and guidance from the VP of Marketing & Public Relations, this person executes initiatives including traditional media, search, email marketing, mobile marketing, social and website development (CRM and CMS). A hybrid schedule may be available for this position based on operational needs and management approval.

**RESPONSIBILITY AND AUTHORITY:**

Reports to and works under the supervision of the Vice President of Marketing and Communications.

**EDUCATION AND EXPERIENCE REQUIREMENTS:** The position requires a four-year degree and 2-3 years related experience in communications, marketing, advertising, tourism, business, or other related field, with knowledge of marketing and social media. Technical certificates and certifications are a plus.

**DUTIES AND RESPONSIBILITIES:** With direction and approval from the VP of Marketing & Public Relations, this position promotes Fredericksburg and Gillespie County attractions, accommodations, restaurants, wineries, retail, recreation facilities, as well as special events and festivals to local, regional, national, and international consumer and trade, visitors, residents, and community stakeholders.

**ESSENTIAL FUNCTIONS:** With direction from the VP of Marketing & Public Relations

- Maintain a robust, interactive website that engages visitors and stakeholders and achieves agreed performance goals via an established content management system (CMS) and customer relationship management (CRM) using original copy, photos, events, video, mapping, itineraries, graphics, etc.
  - Responsible for website content development and maintenance using a content management system (CMS). Website content includes text, graphics, photos, events, videos, mapping, itineraries, etc.
  - Ensure the implementation of the website as a key marketing element of the CVB; ensure the information and offers on the website are kept current.
  - Responsible for the implementation of the latest technology into the CVB website via CMS and other strategies
  - Ensures the optimization of the website and implementation of all Search Engine Marketing (SEM) strategies so that the CVB sites are ranked as high as possible.
  - Responsible for CRM maintenance, CRM updates, research and implementation for new modules related to tailored website via the CRM/CMS.
  - Write and publish FCVB website content including listings for all attractions, lodging/accommodations, retail, restaurants, etc. and ensure all requested updates are completed in a timely manner.
  - Ensure all FCVB website content is up to date and accurate.
  - Ensure timely and accurate website content development and editing incorporating use of the City of Fredericksburg and Gillespie County HOT funding resources such as Granticus and similar platforms to ensure accuracy.
  - Maintain and administer all legal Internet domains and security certificates owned by the CVB. Ensure that all Internet standards are met and that the CVB does not intentionally violate any standards that would place the domain in jeopardy.
- Planning, implementation, and measurement of a robust social media calendar for both the FCVB tourism brand and local stewardship campaign, LoveFBGTX in both paid and organic audiences.

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- Curate and Manage the FCVB editorial calendar.
  - Direct the FCVB's paid social media efforts via vendor, contractor, advertising agency of record or potentially in-house efforts.
  - FCVB internal social media efforts & content creators will collectively generate the following social media coverage: Post 1-2 times daily on Facebook, 2-3 times daily on Twitter, 2-3 daily stories and -12 daily posts/reels on Instagram, weekly posts on LinkedIn and share FCVB and Fredericksburg themed content on Pinterest.
  - Daily active participation on various forms of social media, including answering questions, responding to comments and stimulating conversations within 24 hours of original posting.
  - Social media should drive referral traffic to FCVB website.
  - More than 75% of imagery featured should be original photography created specifically for social media.
- Responsible for planning, development, writing/creation, deployment, and measurement of email marketing communications targeting opt-in subscriber databases for visitor marketing segments.
  - Assist the advertising agency of record with FCVB photo and video shoots to increase FCVB's visual assets for marketing and promotional use.
  - Ensure all marketing materials, website and collateral are on brand, accurate and up to date.
  - Assist with the creative implementation and execution of print, digital and other marketing campaigns and initiatives of the FCVB.
  - Ensure all marketing strategies are implemented on time and on budget.
  - Track and produce monthly statistical reports via the CRM, advertising agency and other data sources to produce timely and accurate reporting encompassing the FCVB marketing efforts.
  - Assist with the development and execution of various FCVB collateral pieces, stationary, and other elements supporting FCVB efforts.
  - Support VP of Marketing & Public Relations during preparation for annual budget planning.
  - Represent the FCVB at tradeshow, industry and community events as needed.
  - Perform related duties as directed when such duties are logical and appropriate.
  - Regular and timely attendance are required for this position.
  - Interact professionally and respectfully with the public, coworkers, and others in the course of daily work.

### **EXPECTATIONS:**

- Provide superior customer service while developing and maintaining effective working relationships with visitors and community stakeholders.
- Establish positive relationships with staff & stakeholders that will assist client and team in creating value-added opportunities.
- Demonstrate an ability and willingness to provide efficient and quality service to both internal and external customers.
- Adapt quickly to changing volume of work and responds appropriately and positively to various situations.
- Keep informed on trends and events through industry association involvement.
- Work cooperatively across organizational departments to ensure consistency of messaging and leverage existing resources where appropriate.

### **REQUIREMENTS:**

- Ability to quickly develop a complete working knowledge of Fredericksburg and Gillespie County including all its attractions and amenities.
- Excellent writing and editing skills for all communication channels. Knowledge of Associated Press (AP)

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Style Guide, specifically for online channels. Command of the basic principles of journalism, English usage, including spelling, grammar, punctuation, and business correspondence. Extensive editing and proofing skills.

- Must have excellent verbal and written communication skills.
- Demonstrated ability to utilize and operate in all areas of social media, keeping current on emerging trends. Enthusiasm for web, social media and marketing trends.
- Proficiency with computer and internet use, including Microsoft Office application software including Word, Outlook, Excel and PowerPoint. HTML and website design programs.
- Keen interpersonal and organizational skills, flexibility and ability to multitask.
- Ability to work irregular hours, including but not limited to evenings and weekends.
- Strong project management and time management skills.
- Ability to manage and complete multiple simultaneous projects.
- Dynamic personality with the ability to shift modes of operation seamlessly.
- Ability to analyze data to assess performance and ROI.
- Develop and maintain effective working relationships with visitors and stakeholders.
- Have or obtain within thirty days of hire a valid Texas driver's license with an acceptable driving record and possess reliable transportation.
- Residence in Gillespie County is preferred.

**DISCLAIMER:** The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. They are not intended to be an exhaustive list of responsibilities, duties and skills required. This job description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the employer and the job requirements change.