

BIG BEAR VISITORS BUREAU / TBID

Big Bear Lake, California

POSITION: Director of Marketing and Communications

SUPERVISOR: Chief Executive Officer

JOB SUMMARY

Responsible for strategic planning, development and implementation of marketing strategies, marketing communications, and public relations activities. Oversees development and implementation of support materials and services in the area of marketing, communications and public relations. Directs the efforts of the marketing, communications and public relations staff and agencies. Coordinates at the strategic and tactical levels with the other functions of the Organization.

PRIMARY RELATIONSHIPS

The position reports to the Chief Executive Officer and serves as a member of the senior management team. This position participates with the Board of Directors, Chief Executive Officer and other management staff in charting the direction of the Organization, assuring its accountability to all constituencies, and ensuring its effective operation. Within the Organization, the position has primary working relationships with the Chief Executive Officer, senior management team, Marketing/Communications/P.R. staff, and the Organization's marketing and PR agencies. Outside the Organization, the position coordinates with the media, vendors, the Ski Resort, events organizers, local businesses, City and County Staff, and marketing organizations such as DI, Visit CA, etc.

PRINCIPLE ACCOUNTABILITIES

1. Responsible for creating, implementing and measuring the success of:
 - a. a comprehensive marketing, communications and public relations program that will enhance the Organization's image and position within the marketplace and the general public, and facilitate internal and external communications.
 - b. all Organizational marketing, communications and public relations activities and materials including publications, media relations, customer acquisition, trade shows, media tours, Visitors Guide, etc.
2. Ensure articulation of the Organization's desired image and position, assure consistent communication of image and position throughout the Organization, and assure communication of image and position to all constituencies, both internal and external.
3. Responsible for editorial direction, design, production and distribution of all Organization publications.
4. Coordinate media interest in the Organization and ensure regular contact with target media and appropriate response to media requests.
5. Coordinate the appearance of all Organization print and electronic materials such as letterhead, use of logo, brochures, etc.
6. Develops short-term and long-term strategies for effective marketing and media relations programs on a local, regional, domestic, statewide and international level, in an effort to increase overnight visitors. Strategies should include both traditional and digital programs resulting in maximum return on investment.
7. Utilize consumer and data-driven insights to enable effective database marketing.
8. Work with CEO, staff and agencies to maximize the ROI from bigbear.com and ecommerce programs.
9. Identify, key strategic partners for brand positioning, media buying, PR, and CRM and website technology.

10. Ensure that the Organization regularly conducts relevant market research and coordinate and oversee this activity.
11. Leads projects as assigned, such as cause-related marketing and special events.

PLANNING AND BUDGETING

1. Responsible for achieving marketing and communication goals and financial objectives. Ensure that evaluation systems are in place related to these goals and objectives and report progress to the Chief Executive Officer and Board.
2. Write annual marketing plan and budget with CEO, staff and agency input. Monitor progress, assure adherence and evaluate performance.
3. Develop, implement and monitor systems and procedures necessary to the smooth operation of the marketing functions.
4. Keep informed of developments in the fields of marketing, communications and public relations, not-for-profit management and governance, and use this information to help the Organization operate with initiative and innovation.

MANAGING

1. Recruit, train, supervise, develop, and evaluate qualified personnel, both paid and volunteer.
2. Maintain a climate that attracts, retains and motivates top quality personnel, both paid and volunteer.

QUALIFICATIONS REQUIRED

- Strong leadership, creative, strategic, analytical, organizational, technical, internet and sales skills.
- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities.
- Experience in developing and managing budgets; hiring, training, developing, supervising and appraising personnel.
- Demonstrated successful experience writing press releases, making presentations and negotiating with media.
- Experience overseeing the design and production of print materials and publications.
- Strong digital, internet, website and database marketing skills.
- Computer literacy in internet, website, data base management, page layout, word processing, and spreadsheets.
- Ability to work with shared leadership and in cross-functional teams.
- Strong oral and written communications skills.
- Ability to manage multiple projects at a time.
- Out-of-town, overnight travel is required.
- Minimum of 5-7 years experience in marketing, communications and public relations with demonstrated success, preferably in the tourism industry.
- Bachelor's degree in advertising, marketing, public relations preferred.

SALARY

DOQ

The Big Bear Visitors Bureau is an equal opportunity employer. Applicants will be considered without regard to race, creed, color, gender, age, national origin, disability, veteran status, sexual orientation, gender identity, or any other status protected under local, state or federal law.

TO APPLY

Please email your resume and contact information to:

- michaelcalcolsol@gmail.com