

Position Opening

Title: Vice President - Marketing

Division: Marketing

Classification: Full-time Exempt

Reports to: President and CEO

Supervisor Responsibility: Director of Digital Marketing
Director of Communications

Summary of Position:

Ultimate responsibility for marketing of West Hollywood as a world-class destination for leisure, entertainment and corporate visitors, with the emphasis on producing significant incremental visitors who stay overnight in West Hollywood hotels.

- Chief architect of the Visit West Hollywood brand strategy and visitor marketing programs, with emphasis on leisure visitors.
- Serve as head of organization's "internal agency" serving all other divisions, including the West Hollywood Design District and Sunset Business Improvement Districts.
- Creative "voice" of the organization, with oversight on all items related to the Visit West Hollywood brand against its core audiences-visitors, travel trade, journalists and community partners.
- Responsible for introducing innovative concepts, programs and methods to achieve organizational and departmental goals.

Duties and Responsibilities:

- Execute a credible and authentic brand strategy that makes a positive, emotional connection with target customers, uniquely identifies West Hollywood as the center of Los Angeles and different from its competitors.
- Further develop and protect the Visit West Hollywood brand guidelines and ensure guidelines are followed without exception.
- Administer and monitor all activities within all division departments, as well as external marketing/advertising agencies, publications, contractors and other partners.
- Work closely with the Director of Business Development to create effective, mutually beneficial and on- brand marketing/sales programs that attract incremental international visitors.
- Work closely with Director of Media Relations/PR/Communications to develop and integrate public relations strategies that encourage leisure and business travel to West Hollywood through editorial coverage in trade and consumer media domestically and internationally. Oversee development and effective execution of online and e-marketing assets.
- Work closely with governing committees of the Sunset Business Improvement District and the West Hollywood Design District to ensure cohesive messaging and branding.
- Oversee publications program impacting visitors and travel trade to ensure highest quality and proper messaging.
- Maintain strategic long-range marketing plan working in concert with senior management and staff.

- Work with President and Visit West Hollywood staff to determine overall short- and long-term priorities, including the development, updating and implementing of the VWH Strategic Plan and yearly Marketing Plan.
- Direct development of all division statistic reports.
- Maintain Visit West Hollywood's profile locally and within the tourism/DMO industry by participating associations, committees and marketing cooperatives.

Supervisor Responsibilities:

Directly supervises two staff-Director of Digital Marketing and Director of Communications, plus up to two support staff. Carries out supervisory responsibilities with VWH policies and applicable laws. Responsibilities include interviewing, hiring, and training employees, planning, assigning and directing work appraisal performances, rewarding and disciplining employees, addressing complaints and resolving problems.

Qualifications:

- To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill and /or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- Executive-level experience in the travel industry with marketing, advertising (including co-op), public relations, editorial and collateral material and promotions.
- Ability to communicate and work well with others in a professional office environment.
- Ability to handle multiple priorities.

Compensation and Benefits:

Compensation commensurate with experience
Excellent benefits including 401k

To Apply:

Qualified candidates are invited to send their resumes to:

Vicki Heitland
VP of Administration
Visit West Hollywood
8687 Melrose Avenue, Suite M60
West Hollywood, CA 90069
heitland@visitwesthollywood.com

The position is open until filled.

NOTE: The essential functions of this position include, but are not necessarily limited to, those specifically identified in this description. The position and its primary functions may change over time and these changes may not necessarily be reflected in the position description. Visit West Hollywood may, at its sole discretion, add to, change or expand the essential or marginal functions of this position.