

## POSITION DESCRIPTION

### Visit Salt Lake



SALT LAKE

**Job Title:** Associate Vice President of Marketing  
**FLSA:** Full-time, Exempt  
**Reports to:** Chief Brand & Marketing Officer  
**Department:** Marketing

#### Job Summary

Salt Lake is a place where elevation meets aspiration. An active urban city set at the foot of spectacular mountains. A place for open minds and fresh perspectives. This is an exciting time to be in Salt Lake: a brand new \$5.1B SLC International Airport expansion, a recently opened 700-key Hyatt Regency convention hotel, several new hotels in the development pipeline, population and business growth (Utah has been the fastest growing state in the nation since 2010, primarily driven by Salt Lake), host of the 2023 NBA All Star Game, a pending bid for the 2030/34 Winter Olympics...Salt Lake is on fire, and we're just getting started.

To capitalize on this incredible growth and to achieve Visit Salt Lake's ambitious vision, we're seeking a highly creative and experienced Associate Vice President of Marketing to help elevate our brand and marketing efforts with a full-funnel integrated marketing mindset and to lead a team that strives to achieve excellence and impact. Reporting into the Chief Brand and Marketing Officer, the AVP of Marketing will be responsible for developing and executing the marketing strategy and key initiatives to drive growth, engagement and economic impact for Salt Lake County across all key segments: leisure, meetings & conventions, sports, and membership.

#### Key Responsibilities:

- Lead development and implementation of marketing strategies and plans by driving programs from the strategic brief through the action plans, execution and reporting;
- Own Visit Salt Lake's digital strategy across all key segments;
- Oversee implementation of creative/brand strategy and paid and owned (eg. Website, social, email, etc.) media strategy, managing agency partners, internal team members and respective deliverables and assets across channels;
- Set meaningful KPIs and team goals that ensure brand health, drive sales performance and increase the marketing team's effect on countywide economic impact;
- Collaborate across functions and divisions (PR, Partnership, Meetings & Conventions, Sports) to develop highly effective, creatively excellent integrated marketing campaigns that serve audiences across the full lifecycle, including but not limited to: advertising, social, content, digital and experiential conception, development and production, media strategy, campaign execution, campaign optimization and program reporting, ensuring all marketing activities feel personal;
- Oversee the direction and execution of content strategy across targeted digital channels, inclusive of web, social and email;
- Lead content team strategic meetings and drive brand-aligned content development and distribution across key owned channels (ie. Social, email, web partners);
- Uphold and enhance the destination's brand identity across all channels;
- Turn data into insights and insights into actions by leveraging research, analytics and reporting tools;
- Monitor market trends, research consumer markets and competitors' activities to ensure our team is always striving for best-in-class performance;
- Manage, mentor, and guide the day-to-day operations of key marketing team members;
- Manage and track marketing budgets and ensure effective budget use;
- Other duties as assigned.

#### Qualifications

- A minimum of 5 years of marketing experience, with at least 3 years in a leadership role;
- A "player/coach" who can think strategically and lead a team but can roll up their sleeves and get things done;
- Highly creative and design oriented with the ability to discern what good creative, design, content and marketing looks like and articulate why;
- Alignment with core team values: Knowledge, Integrity, Teamwork, Growth, Ownership;

- An integrated marketing mindset, passion for creative excellence in storytelling through multiple media types, both visual and written, with solid experience in brand and creative strategy, off- and online media, including social, paid media, SEO, SEM, measurement & analytics, project and agency management;
- Proven track record of developing and executing high impact, multi-channel marketing strategies and campaigns;
- Strong analytical, communication and presentation skills;
- Appetite for a fast-paced environment and desire to constantly reassess and optimize to drive for excellence with a bias for action;
- Ability to flex between analytical, technical and creative skill sets to drive full funnel marketing programs;
- Solid and proven leadership capabilities, building teams / networks;
- Experience in destination marketing, tourism or related industry is an advantage;
- Bachelor's degree in Marketing, Business, Tourism, Design or related field.

**Benefits Package**

Insurance: medical, dental, vision, life, long term disability. 401(k) plan, Vacation, Sick, Personal Days and major holidays PTO.

**Application**

Interested candidates are encouraged to submit their resume, cover letter and compensation history in confidence to Kelly Ware at [HRvisitSL@visitsaltlake.com](mailto:HRvisitSL@visitsaltlake.com).

Visit Salt Lake is an equal opportunity employer. We value diversity and encourage applicants from all backgrounds to apply. Only qualified candidates will be contacted for an interview. We thank all applicants for their interest in joining our team.

***Final candidates will be subject to a background and reference check. E/O/E***