



## **TITLE: Chief Marketing Officer (CMO)**

This is a full-time, in-house position with Travel Medford, a department within The Chamber of Medford & Jackson County.

**Summary:** The Chief Marketing Officer directs, creates, and implements the overall marketing strategy for Travel Medford, which is a department within The Chamber of Medford & Jackson County serving as the official destination management organization for the City of Medford. This position manages the day-to-day aspects of marketing and brand promotion to increase the awareness of Travel Medford's strategic marketing objectives and visibility on the local, regional, statewide and national level while promoting Medford as a premier visitor destination. This position reports to the Senior Vice President of Travel Medford.

Job duties and responsibilities include but are not limited to:

- Coordinate with the Senior Vice President to create, plan, and execute the overall annual marketing, content and editorial strategic plan to drive overnight visitation to Medford and amplify the tourism industry in the Rogue Valley
- Collaborate with the Senior Vice President to create, implement and execute the advertising and promotional budget which includes contract management and working directly with media purchasing outlets, managing third-party vendors such as media buyers, creative freelance providers, promotional partners and public relation experts
- Oversee development and maintenance of the Travel Medford website which can include managing a third-party hosting company
- Oversee brand, creative production and graphic design for all advertising, marketing, and promotion such as print, traditional, non-traditional, digital marketing tools and product development
- SEO/SEM strategy and planning, internal management implementation, Google Ad buys, optimizations, monthly evaluation and reporting based on keyword and ROI performance, and oversee third-party vendors
- Direction of conducting market research and identifying trends to assist the Senior VP in determining the best use of the transient lodging tax (TLT) funds through surveys and visitor profiles via visitor centers, attendees/participants at tournaments or other events, Travel Medford's website and other associated websites
- Direction of conducting research and surveys which measure the effectiveness of advertising purchased through the execution of the overall marketing strategy
- Evaluate, analyze and prepare pre- and post-action reports associated with events, strategies, programs, campaigns, and contests
- Creation and management of media kits, advertising strategy and product development
- Represent Travel Medford at various forums, meetings, seminars, conventions, and workshops to further knowledge, stay informed of the changes in the tourism industry, and exchange information with peers
- Creative strategy and direction with oversight of execution for Travel Medford and associated brands, social media content, asset development including photography, videography, signage and flags, visitor guide, marketing and annual reports, and sports and events content calendar provided by Director of Sports Development

- Oversee external and internal public relations strategy, implementation, and execution, which includes travel writer and familiarization trip/tour coordination, partner communication, itinerary creation, oversight of logistics and can include PR firm management
- Represent The Chamber & Travel Medford at various industry meetings such as Chamber Board of Directors, Travel Medford Tourism Council, city council, press events and travel writer shows, and local events
- Onboard, train and evaluate staff who support the execution of the Chief Marketing Officer
- Other duties as assigned by Senior Vice President

### **Preferred Knowledge & Skills**

- General area and destination knowledge, specific to the City of Medford and the Rogue Valley is preferred
- Bachelor's Degree in marketing or 5+ years of experience in DMO/tourism/hospitality industry or similar field preferred
- Knowledge of the tourism and Chamber of Commerce industry recommended
- Experience overseeing design, production, brand promotion
- Demonstrated skills, knowledge and experience in design, production, planning, and execution of marketing strategies
- Commitment to working with leadership and in cross-function teams as well as independently
- Excellent time management skills and ability to multitask and execute multiple projects and duties at a time
- Willingness to travel for various events and professional development opportunities
- Must be able to work some nights and weekends

### **Certificates, Licenses and Registrations:**

- Valid Driver's license and reliable transportation
- Must pass background/drug test

### **Physical Requirements**

- Must be able to lift up to 35 lbs
- Must be able to sit and stand

### **Compensation & Benefits**

- Salary range is \$80,000-\$87,000
- Competitive benefits package including medical, dental, and vision coverage, life insurance, 401k plan and employer match, paid time off
- Additional benefits listed in the employee handbook and are available by request for those who make the final interview process

Please apply by sending resume and cover letter to T.J. Holmes, Senior Vice President, at [tjh@travelmedford.org](mailto:tjh@travelmedford.org).