



Job Title: Destination Marketing Manager

General Summary: *Under the direction of, and in collaboration with the President & CEO, the Destination Marketing Manager is responsible for promoting Juneau as a desirable overnight destination, focusing on Juneau's independent and business travelers.*

Work Schedule: Full-time, year-round

Salary: \$68,000 - \$73,000 DOE

Reports To: President/CEO

Benefits: Optional medical & 401(K); optional hybrid work schedule; paid parking

Primary Responsibilities:

The Destination Marketing Manager (DMM) promotes and markets Juneau as a destination for leisure and business travelers and serves as the brand manager for the organization. They accomplish this task through a number of strategies:

1) Website

TravelJuneau.com is our primary marketing tool. The DMM is responsible for its, maintenance, and management, and for creating campaigns that drive potential visitors to the site. The DMM tracks and reports analytics and metrics monthly or as needed, and with the CEO, sets annual goals for engagement.

2) Official Visitors Guide – print and online PDF

This popular print collateral is also available on TravelJuneau.com. Revamped in 2020, the guide provides active Travel Juneau partners advertising opportunities on top of their regular listing. The Official Visitors Guide serves as an inspirational and functional coffee-table-style publication. We distribute approximately 60K copies each year to individuals, travel agents, destination marketing organizations, and others.

3) Hosting Media and Travel Trade

Throughout the year, especially during the summer season, Travel Juneau hosts vetted, qualified travel media, tour operators, and travel agents on multiday familiarization (FAM) tours. The DMM is responsible for selecting the participants, planning their itineraries based on their focus or interest, accompanying them for all or most of the FAM, and reporting the results. The DMM reaches out to Travel Juneau partners for excursions and other opportunities for FAM participants and must be able to respond to cancellations or challenges during the course of the tour. The DMM also pitches story ideas

to media at trade shows and via a quarterly newsletter and keeps the travel trade informed of new visitor options via a separate quarterly newsletter.

4) Advertising

The DMM plans advertising campaigns, purchases some advertising in print publications, and more advertising on vetted appropriate travel-based websites and publications. Travel Juneau frequently works with media outlets on advertorials, and develops video ads for Over-the-Top (OTT) advertising. The DMM usually develops the creative and ensures on-time delivery of the creative or content to the publication. All advertising has an eye to engagement on [TravelJuneau.com](https://www.traveljuneau.com)

5) Trade Shows

Travel Juneau carefully selects a number of trade shows, both domestic and international, to attend and participate in. Shows are a mix of travel trade and consumer-based, but any show must have either a travel trade or media component. The DMM works with the President & CEO to select shows, register for them, and arrange for booth elements. The DMM must be able to travel independently with a show booth; most shows occur between late October and mid-May.

6) Social Media

The DMM manages Travel Juneau's social media presence across most well-known platforms, posting appropriate and fresh images or videos. Travel Juneau currently uses Facebook, Instagram, Twitter, and TikTok. The CEO manages the LinkedIn presence. The DMM creates campaigns to drive users to [TravelJuneau.com](https://www.traveljuneau.com), tracks and reports metrics monthly or as needed, and with the CEO sets annual goals for engagement.

7) Asset Development and Acquisition

The DMM maintains a catalog of images and videos, both fresh and historical, to use for a variety of campaigns. Further, the DMM may contract with professional photographers and videographers to acquire fresh assets. Every few years, Travel Juneau contracts for a professionally produced destination video. Additionally, as the brand manager, the DMM collaborates with staff to ensure that all public-facing collaterals are brand-appropriate and have consistent formatting.

Position Requirements

- College degree or equivalent experience
- Verifiable prior destination marketing experience (3 years) or comparable
- Broad functional experience in areas of marketing, communications, design, public relations, market development, market research, planning, data analysis, and promotions/advertising
- Experience in developing compelling written and visual media presentation materials
- Experience and knowledge of website design and management is a plus.
- Ability to work effectively within a team and independently
- Digital marketing experience
- Social media experience

- Availability to work occasional weekends, evenings, and holidays; ability to travel independently and lift 35-50 lbs.
- Have a valid Alaska driver's license and working vehicle (mileage expense provided)

Preferred Skills

- Knowledge of Juneau and the surrounding area
- Knowledge of and experience in Juneau's visitor industry
- Entry-level database experience
- Comfort in Windows and Apple environments
- Competency in Adobe Design including Photoshop and InDesign

General Work Environment

Travel Juneau currently employs seven full-time staff, one part-time, and two seasonal staff; regular staff work from our administrative office located at 800 Glacier Avenue in downtown Juneau in a business/business casual office environment.

All full-time regular staff participate in periodic after-hours and weekend events, often assisting each other. Travel Juneau offers a hybrid workplace as well as limited remote working opportunities.

The above information on this position description has been designed to indicate the general nature and level of work performed by employees holding this position. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this position.

To apply, email 1) cover letter; 2) current resume; 3) contact info for three (3) professional references to staff@traveljuneau.com. Position open until filled. No calls.