Job Description

Job Title:	Convention and Visitors Bureau Marketing Specialist	Classification:	Classified
Department:	Convention and Visitors Bureau	Grade:	150
Occupational Group:	Tourism	FLSA:	Non-Exempt
Status:	Full-Time	Supervisory:	No

Primary Purpose

Under general supervision; researches and develops new tourism opportunities, social media campaigns, special events, and cultural events to increase tourism activity and interest for the Joplin Convention and Visitors Bureau (CVB) of the City of Joplin.

Essential Job Functions

Management reserves the rights to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job. Regular and consistent attendance for the assigned work schedule is essential.

1. Plans, develops, and implements marketing communications plans for print format and social media channels to promote Joplin as a friendly, affordable tourism destination.
2. Monitors work product from outside vendors creating marketing campaign materials.
3. Coordinates with the contracted creative team; Blogger by assigning relative content for future blog post in support of on-going tourism campaign; Photographer and Videographer to determine image needs, arranges locations and shoots, and assure timely results in support of tourism campaign production; and Graphic Designer through campaign conception, layout, art development, composition, and ensures ads are on target with brand and audience.
4. Coordinates with the outside ad agency to place ads, target audiences, and achieve deliverables. Monitors reports to track deliverables and marketing campaign performance.
5. Researches and identifies tourism travel trends and social media and tourism marketing trends to improve the travel and hospitality opportunities within the Joplin tourism region.
6. Manages social media campaigns for the CVB and associated events; develops and manages social media content designed to engage tourism customers and promote events. Develops and maintains the CVB event calendar.
7. Represents the bureau on the planning committees for CVB supported/sponsored events. Serves as a team member on VisitJoplinMo.
8. Analyzes data to determine campaign efficiency throughout the life of a campaign. Ability to work with (Google) analytics and web analysis tools. Produces periodic reports on marketing campaign results.
9. Creates CVB brand guidelines and style guide. Ensures creative marketing materials undergo regular reviews and adheres to brand guidelines.
10. Contributes effectively to the Department, communicates professionally with co-workers, both within the department as well as outside the department. Maintains satisfactory attendance to ensure duties are performed without negatively impacting co-workers or delivery of service to the public.

Other Duties

- Analyzes data to determine campaign efficiency throughout the life of a campaign. Ability to work with (Google) analytics and web analysis tools. Produces periodic reports on marketing campaign results.
- Curates and maintains CVB marketing photo library.
- Attends and participates effectively at departmental staff meetings.
- Maintains the confidentiality of files, records, reports as required by law, City policy, and procedures.
- Performs other duties as assigned.

Minimum Qualifications

Knowledge of: CVB organizations and partners; City of Joplin's strengths, opportunities, and limitations regarding event hosting; policies and guidelines of the City of Joplin, including the City Charter; successful negotiation and sales techniques within the tourism industry; general office management principles and practices; computer systems applications; Microsoft Office Suite.

Skill in: Leading and conducting meetings in-person, by telephone, or online; communicating orally and in writing; proofreading skills; public speaking; Microsoft Office Suite; Adobe Photoshop; databases and mail merges, email, web searches and social media platforms; customer service skills; building relationships with internal and external customers.

Education: Graduation from an accredited college or university with a Bachelor's degree in Marketing, Hospitality Management, or related discipline is preferred.

Experience: Three years full-time work experience including administrative support, marketing, or social media content development and oversight.

Licenses and Certifications: Possess and maintain a valid state issued driver's license.

Physical Demands Requirements and Working Conditions

This is primarily an office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment; vision to read printed materials and a computer screen; hearing and speech to communicate in-person and over the telephone. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 50 pounds.

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset members of the public or their representatives while enforcing departmental policies and procedures.

Miscellaneous Requirements

Requires successful post-offer completion of a background investigation, physical exam, and drug test as a condition of employment with the City of Joplin.

Revision Date: 11/01/2021	Type of Change: Update position and job title
Revision details: City-wide job description revision and updates; job title change from CVB Tourism and Events Specialist.	