



City of Irving Job Description

CVB Assistant Executive Director - Marketing & Communications

FLSA Status:	EXEMPT	Job Department:	Irving Convention & Visitors Bureau (ICVB)
Job Code:	11061	Reports To (Job Title):	CVB Executive Director

PURPOSE

To serve as the Chief Marketing Officer of the official destination marketing organization for Irving, Texas. This position researches, develops, creates, and implements the planning, direction and review of all marketing, communications, and public relations activities of the Irving Convention and Visitors Bureau (ICVB) and the Irving Convention Center (ICC), including management of the ICVB Marketing and Communications Divisions and multiple external agencies. It is responsible for all ICVB and ICC advertising, public relations, media relations, community relations, event management and marketing, promotions, research, special events, brochures, publications, social media platforms and initiatives, attendance-building initiatives, website content and development.

Working closely on behalf of the city and its partners for marketing, positioning, brand awareness, event development, etc, this position serves as a key liaison to the Irving City Council, ICVB Board of Directors, many community partners and associations, and hospitality industry partners. It manages the bureau relationship for national events and promotions, regional cooperative marketing programs for consumer and meetings industry initiatives, radio and other promotions, trade association and civic sponsorships, and others, while providing highly complex and responsible support to the CVB Executive Director.

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.*

- Manage marketing and communications divisions, providing ongoing supervision, guidance and motivation to a staff of varied skill level and industry knowledge.
- Manage external contractors, which include an advertising/creative agency, research agency, public relations agency, website/digital marketing agency, marketing analytics platforms, media monitoring platforms, digital asset management platforms, CMS platforms, and digital advertising, lead generation and digital marketing channels.
- Develop, plan and implement programming objectives and work strategies for the Irving Convention and Visitors Bureau (ICVB) Marketing and Communications Divisions, advertising agency, digital marketing agency, PR firm, market research firm and research programming, and event management for the ICVB and the Irving Convention Center (ICC).
- Develop, plan, and oversee creation of all print and digital marketing collateral, sales pieces, and other resources for the ICVB and the ICC, including visitor guides, meeting planner resources, venue marketing materials, and similar products.
- Develop, plan and implement all advertising and collateral materials and schedules to reach all factions of potential ICVB and ICC customers, e.g., corporate travelers, meeting planners, consumers, media, etc., as well as directing the facility operator's national network for message coordination and imaging.

- Develop, plan, implement and maintain significant ICVB and ICC digital presence while identifying those of our competition; Identify appropriate targets for partnerships.
- Develop, plan and implement annual marketing plan that targets ICVB objectives in the short- and long-term while meeting the primary needs of the hospitality community. Develop, plan and implement annual advertising strategy for the ICC; Additionally, develop an annual Digital Marketing Plan and Social Media Strategic Plan that includes tactics for both the ICVB and the ICC.
- Develop, plan and implement industry partnerships and programs for the ICVB and ICC, including event sponsorship agreements and community reinvestment programming, ensuring that all programming appropriately represents Bureau and Center investment and industry needs; Create and coordinate promotional activities of all divisions and outside agencies and organizations on behalf of the ICVB and ICC.
- Research, evaluate and interpret market data, as necessary, to determine trends and market changes, and adjust ICVB and ICC programming accordingly; Oversee the management and research programs of the ICVB's research firm.
- Develop, plan and implement event management responsibilities, including those that may be sub-contracted, to deliver high caliber, target-driven events and activities to support the industry in Irving, for both destination-wide/ICVB initiatives and those specific to the ICC.
- Develop, plan, create, and implement event awareness and attendance-building campaigns on behalf of the destination and the ICC. Develop, plan, implement and coordinate marketing, promotional and event initiatives with the headquarter hotel and Toyota Music Factory and its tenants.

OTHER DUTIES AND RESPONSIBILITIES

- Serve as an ICVB representative on specific civic, industry and ICVB Committee boards.
- Develop, oversee and maintain a crisis communications plan for both the ICVB and ICC.
- Provide ICVB Executive Director and Board of Directors monthly analytical data and ROI on digital and traditional marketing, advertising, and traditional and social media.
- Develop, plan and implement ICVB Annual Meeting and National Travel & Tourism Week programming to engage and educate community and industry partners on the direct economic benefit the tourism industry brings to the City of Irving.

SUPERVISORY RESPONSIBILITIES

Organizational Supervision - Applies to full personnel management responsibilities including selection, discipline, grievances and formal performance evaluations for a position's direct reports plus all employees reporting up through subordinates, which will include approximately 4 employees.

FINANCIAL / BUDGETARY RESPONSIBILITY

Develops, administers, monitors and coordinates a budget of \$2,500,000, which includes an outer-market advertising buy for the City of Irving of over \$500,000.

QUALIFICATIONS:

The requirements listed below are representative of the knowledge, skill, and/or ability required.*

EDUCATION

- Equivalent to a bachelor's degree from an accredited university in a relevant field is required.
- A Master's Degree in Business Administration is *preferred*.

EXPERIENCE

- At least ten (10) years of experience in a related position; with five (5) years of supervisory experience, working with Board of Directors, and managing outside agencies/contractors.
- Prior experience in crisis communication would be highly beneficial.

CERTIFICATES, LICENSES, REGISTRATIONS

- Appropriate, valid, state-issued driver's license, or ability to obtain upon hire, may be required.
- Certified Destination Management Executive (CDME) is *preferred*.
- Certified Hospitality Digital Marketer (CHDM) is *preferred*.

KNOWLEDGE OF

- Sales and Marketing Management: Modern and complex principles and methods involved in showing, advertising/promoting, and selling services and locations; Promotional program management, development, and administration.
- Administration and Management: Principles and processes involved in business and organizational planning, coordination, and execution. This includes strategic planning, resource allocation, manpower modeling, leadership techniques, and production methods.
- Marketing Strategy: Methods of marketing research, which includes staying abreast of rapidly changing resources in marketing and advertising, as well as their appropriate pricing structures. Also, how to develop and implement successful advertising, marketing and promotional programming, which includes industry standards for performance measurement.
- Communications and Journalism: Techniques and methods of communication, including alternative ways to inform and entertain via written, oral, and visual media; Principles of journalism and public relations.
- Personnel and Human Resources (HR): Policies and practices involved in personnel/HR functions, including selection, supervision, training, performance evaluations, and discipline.
- Event Coordination & Marketing: Principles, practices, and resources for complete event management and marketing, including but not limited to procurement, sponsor development, program delivery, as well as, venue marketing and attendance-building.
- Travel Industry & Developments: Travel and tourism industry, especially as it relates to destination management and marketing, to include hotels, customer/consumer segments, publications (print and digital), partners, media and others.
- Office Software: Current word processing, presentation, spreadsheet, and database programs used by the City; particularly, the MS Office Suite, and Adobe DC.
- Industry Software: Sufficient familiarity with technology to use a variety of specialized industry software programs, such as SimpleView, Adobe Creative Suite, Client Relationship Management (CRM) and Digital Asset Management software.

SKILLS AND ABILITIES IN

- Personnel management: Motivating, developing, and directing people as they work so as to produce desired effect in the actions of those under one's direction; Identifying the best people for the job and delegating tasks appropriately and optimally.
- Value Assessment: Appropriately discerning the value and Return on Investment (ROI) of constantly emerging new media so that ICVB and ICC resources are best utilized.
- Interactive Presentation: Effectively presenting information to groups and responding to questions. Note: This role requires this skill at an exceptional level.
- Cooperation: Establishing and maintaining positive working relationships with those contacted in the course of work, which includes a variety of professional relationships.
- Representation/Advocacy: Serving as a spokesperson, utilizing extensive media training.
- High-Level Crisis Communication: Effectively structuring questioning, answering, and listening interactions involving all levels of media regarding and/or during urgent situations.
- Budgeting Management: Developing plans and budgets; comparing them against actual activity.
- Policy Development & Operational Assessment: Evaluating existing and potential processes for effectiveness and efficiency, analyzing and improving programs, and contributing to policy development.
- Complex Problem Solving: Identifying problems and reviewing related information to develop and evaluate options (which entails projecting consequences) and implement solutions.
- Research: Conducting research including design and measurement, sampling and survey, and data handling by the use of computers. This includes determining media schedules using all outlets available and appropriate.
- Collaboration: Working in partnership with separate ICVB and ICC Sales Divisions.
- Training & Direction: Effectively guiding and critiquing adult learners.

GUIDANCE RECEIVED

Departmental Goals and Priorities

Makes decisions that are guided by overall Departmental goals, priorities and policies. Job requires interpreting goals and priorities into action steps and delegating responsibility for completion; applies broad latitude in regard to methods and approaches but must obtain approval for actions that have policy, service or cost implications.

CONTACTS

Internally, this position has daily contact with ICVB and ICC leadership teams, and frequent contact with City of Irving Department Heads. Externally, it engages daily with members of the local and trade media, community leaders/ members and/or industry partners; frequently, with ICVB and ICC clients, the City Council, Mayor and ICVB Board of Directors.

EQUIPMENT AND PROPERTY

This position utilizes a computer, tablet, smartphone, scanner, printer, copier, office phone, office machinery, camera/video, and/or a vehicle.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.*

A complete range of movement/activity is required in the position including but not limited to: balancing, carrying, climbing, crawling, grasping/handling/feeling, kneeling, lifting (up to 25 lbs.), listening, pulling or pushing, reaching, running, seeing, sitting, standing, stooping, talking, walking, etc. Additionally, driving or riding in a vehicle, and flying in an airplane may be required.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.*

The typical work environment is an environmentally-controlled business office with weekday hours in the range of 7 a.m. to 7 p.m., with the potential for earlier mornings, later evenings and weekends. There are occasions when, in order to perform your job, you may have to work in a confining space, dirty environment, extreme temperatures or weather conditions, air contamination (strong odors, smoke, etc.), improper illumination, noise, etc.

* Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Note: A class specification is a general listing of duties, responsibilities, knowledge, skills, and abilities required of an incumbent assigned to a particular class of work. There may be one or multiple positions assigned to a single classification; therefore, the class specification lists those work attributes that are common to every incumbent in the class.