Marketing Director

Directs the implementation of the marketing program to attract visitors to North Myrtle Beach in order to achieve the organization’s goals for economic growth. Oversee marketing team personnel and contractors to ensure coordination, fulfillment of scope of work, and brand management. Recommend program adjustments as needed to optimize opportunities for tourism expansion. Participate as a leader in destination development initiatives that will enhance the visitor experience, align with resident sentiments, and support quality of life objectives.

Duties & Responsibilities

* Promote North Myrtle Beach as a visitor destination to leisure travelers, golf, and lifestyle media, tour groups, and meeting/convention planners consistent with the marketing plans and primary target audiences.
* Promote Chamber and Foundation meetings and events to intended audiences.
* Develop and implement promotions for local businesses and non-profits, to include small business Saturday and Giving Tuesday.
* Direct the implementation of the market research plan.
* Provide oversight of the destination and organization brands including the development and implementation of a unique selling position.
* Plan and manage photo and video shoots and production.
* Direct the development, production, and distribution of marketing tools including advertising and publicity programs, audio-visual aids, publications, website, and exhibits.
* Serve in a leadership capacity and manage product development for each market segment.
* Direct the development and implementation of the organization’s interactive media strategy such as websites, industry websites, social media, and email marketing campaigns.
* Oversee cooperative programs with tourism partners including the “pay to play” options.
* Foster intra-governmental, business, media, and public awareness of tourism issues and trends in conjunction with the Director of Public Relations and Government Affairs.
* Oversees the tracking, monitoring, analyzing, and reporting of marketing performance measures and travel industry trends.
* Develop budget details for marketing programs for the President & CEO.
* Write promotional literature, organizational documents, and reports.
* Manage the solicitation, contract negotiation, and production of marketing publications, both in print and digital formats.
* Participate and maintain membership in local, state, regional, and national organizations and attend their respective meetings as funding allows.
* Serves as liaison to various committees as assigned.
* Assist the President & CEO as directed.

**QUALIFICATIONS:** Any combination of education and experience equivalent to graduation from an accredited college or university, supplemented by extensive experience in leisure tourism, and tourism promotion, marketing, communications, and public relations or related field. Supervisory experience including coaching, mentoring, project management, and appraisal of team members. Excellent writing skills with demonstrated experiential writing talent. The ability to communicate ideas clearly, concisely, and effectively, orally and in writing. Great organizational skills. Public speaking experience. The ability to establish and maintain effective working relationship with board members, dues investors, donors, employees, government officials, members of the business community, and the public.

Must be able to travel as needed, stand for long periods of time, lift at least 30 lbs., and work evenings and weekends as necessary.

The successful candidate will have a passion for promoting the community, a willingness and desire to be visible at community events, and a roll-up-your sleeves and work-with attitude.