

We're Hiring!



Vice President of Marketing

SMTT Overview

Santa Monica Travel & Tourism (SMTT) is the official travel and tourism promotion agency for the City of Santa Monica. It is our role to tell the story of Santa Monica to the world, promote the exciting and unique aspects of the Santa Monica experience and encourage visitors to stay longer and enjoy more of what our destination has to offer. SMTT is a non-profit, non-member organization governed by a board of 11 community individuals. SMTT operates four (4) locations: Visitor Information Kiosk in Palisades Park; Visitor Information Center at the Santa Monica Pier; Visitor Information Center on Main Street; and a Mobile Information Vehicle. SMTT prides itself on being a hybrid work from home organization. For more information about our organization, please visit www.santamonica.com.

- ⇒ ***Cutting edge technology***
- ⇒ ***Friendly & supportive team members***
- ⇒ ***Training & professional development***
- ⇒ ***Medical, Dental, Vision, 401K & more***

Position Overview

Are you an experienced marketing professional looking to lead an exceptional team? Do you consider yourself a travel expert and love to highlight amazing opportunities for tourists and residents alike? Are your marketing plans successful and ambitious?

If you answered "Yes, *that's me!*" we would like to discuss with you our open Vice President of Marketing position. This position offers an exciting opportunity for a talented marketing professional to find new and exciting ways to creatively express the travel opportunities and experiences within the destination of Santa Monica. This position reports directly to the Chief Executive Officer (CEO).

Key Responsibilities

Marketing Initiative Management:

- Oversee development of creative materials, advertisements, media buying, promotions, email marketing, website content that encourages engagement, SEO, SEM, CRM, systems and solutions.
- Ensure all brand messaging is consistent, nurturing and enriching all external perceptions of the organization and growing SMTT market share.
- Lead the development, global deployment and ongoing refinement of destination brand experiences, tools and assets.
- Collaborate with Business Development Department to develop marketing strategies for international tourism and meetings/conference business.
- Develop and implement an integrated strategic content and marketing plan to advance SMTT's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key audiences.
- Demonstrate and communicate a thorough knowledge of product information through marketing initiatives, market research, data analytics, brand strategy, media, leveraging trends and by analyzing challenges and opportunities (industry and competitive) that will influence the brand.
- Analyze market trends and recommend changes to strategies based on analysis and feedback. Take calculated risks based on data-driven analytics.

Leadership and Team Management:

- Develop and lead a marketing team that will cultivate and execute new concepts, channels and partnerships to position the organization as an innovative leader in the tourism industry.
- Provide planning and leadership to the Marketing Department by guiding the development of long-term strategic planning initiatives for the destination. Ensure marketing priorities are consistent with the strategic plan.
- Develop and ensure that the Marketing Department follows all appropriate structures, systems,

competencies, values and reporting/success measurements. Develop key performance indicators and present results of programs and campaigns to stakeholders, including SMTT's Board of Directors and the Tourism Marketing District Committee.

- Identify challenges and emerging issues faced by the organization. Work with leadership team and staff to recognize internal and external marketing opportunities and solutions, and define and execute appropriate strategies to support them.
- Develop and implement the annual business and marketing plan and budget which includes strategies laddering up to SMTT's two-year strategic plan and Santa Monica's Experience Management Plan.
- Work in partnership with agency(ies) to identify potential new opportunities and develop plans and action steps to be instituted, managed and measured.
- Evaluate and manage cooperative and strategic partnerships with Brand USA, Visit California, CalTravel, Los Angeles Tourism & Convention Board and other tourism offices.
- Clearly set expectations for all direct reports. Evaluate performance based upon expectations providing regular coaching and feedback. Encourage, motivate and improve staff production and consistency.
- Research and approve marketing-related charges for accounting.
- Prepare and present reports on marketing plans, results, data insights and budgets.
- Evaluate and negotiate contracts with advertising agencies, public relations firms, consultants and publishers. Develop these valued relationships.

New Employee Recruitment and Training:

- Oversee the hiring, training and professional development of Marketing Department staff.
- Actively network to seek out new talent and add strength to the organization.
- Facilitate, manage and track ongoing training for Marketing Department staff.

Operational Duties:

- Ensure compliance with all standard policies and procedures.
- Assist leadership team with implementation of new projects and facilitate additional responsibilities as requested.
- Approve timecards and bi-monthly payroll.
- Assist with technical issues as they pertain to marketing-related systems.
- Communicate appropriate issues, competitive information, etc. to management.
- Travel for marketing events, professional development and/or agency collaboration
- Represent SMTT on industry and community boards and committees.

Requirements

Skills/Experience:

- Bachelor's degree in marketing or a related field (or equivalent experience).
- 7+ years of professional experience in marketing and management (experience in destination marketing strongly preferred).
- Exceptional interpersonal communication, relationship building and customer service. Strong communication (oral and written) and presentation/public speaking skills.
- Track record as a collaborative leader who excels in managing multiple projects and team members in a fast-paced work environment.
- Experience managing agency relationships.
- Experience with branding, messaging and research.
- Broad usage and understanding of marketing platforms.
- Strong knowledge of the local market and its assets.

- Able to travel as necessary and attend some work events outside of normal working hours.
- Able to manage multiple projects, team members and agencies and resolve conflict effectively.
- Problem-solving skills and ability to propose and direct successful solutions.
- Ability to multi-task and to pivot quickly in a rapidly changing, fast-paced environment.
- Tech savvy with proficiency in Microsoft Office, Mac operating systems, Adobe Creative Suite, customer/client relations databases and back-end website editing software.
- Willingness to comply with all local, state, federal and company regulations.

Desired Traits/Abilities:

- Strategically focused and passionate about tourism.
- Strong leadership skills with an inclusive and team-oriented focus.
- Professional in appearance and manner.
- Self-motivated and possessing a strong work ethic.
- Detail-oriented, methodical and extremely organized work style.
- Able to work autonomously yet still collaborate with others as needed.
- Strong drive and a tendency to thrive in a very fast-paced, ambitious environment.
- Professional, adventurous, positive and confident attitude.

Additional Notes:

- Must be at least eighteen (18) years of age and possession of a clean driving record.
- This is an at-will position. As an at-will employer, either SMTT or the employee may terminate the employment relationship at any time, for any reason, with or without good cause or advance notice.
- Physical demands and the work environment described here represent those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to engage staff with disabilities to perform essential functions. While performing the duties of this job, the employee is frequently required to stand, sit, walk and reach with arms and hands. Must be able to lift 50 lbs. and perform repetitive motions 50% of the time.

Santa Monica Travel & Tourism evaluates qualified applicants without regard to race, color, religion, sex, national origin, disability, veteran status, age, sexual orientation, gender identity or other protected characteristics.

How To Apply:

To apply, please email your cover letter, resume and salary requirements to employment@santamonica.com with the subject line **VPM2024**.