

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Position: Marketing & DMO Director
Reports to: Executive Director
Hours: This is a full-time, salaried, exempt position. Hours will typically be 35 to 40 hours per week. Additionally, weekend and evening hours will be necessary to attend and participate in board meetings, committee or working group meetings, DMO/BID programs and events, trade/marketing/networking opportunities, and as requested by the Executive Director.

Overview of Role: The Marketing & DMO Director has dual responsibility for developing and executing innovative tourism marketing strategies while overseeing the BID's marketing team and their comprehensive marketing and communications efforts. This role combines destination marketing expertise with traditional BID marketing functions to promote Montclair Center and the Montclair region as both a premier destination for visitors and a thriving business district for members. The Director will work closely with the Executive Director on extensive, ongoing collaborative engagement of all BID members and stakeholders to grow the economic and cultural value of tourism while supporting local business promotion and community engagement.

Duties and Responsibilities:

Destination Marketing Organization (DMO) Leadership

- Develop and execute a compelling and innovative strategy to grow the economic and cultural value of tourism in and around Montclair Center
- Create cohesive programs and campaigns that grow the destination's tourism industry through broad-based community initiatives and target market-specific programs
- Establish, implement, and execute a creative vision for positioning Montclair and Montclair Center as an attractive destination for visitors to increase spending in the local economy
- Serve as representative on the New Jersey Travel Industry Association (NJTIA) Board and New Jersey State DMO Board, in conjunction with the Executive Director
- Manage the DMO grant, including oversight of financial expenditures, drafting and submitting interim and final reports, and ensuring compliance with all grant requirements
- Participate in state meetings such as NJTIA Board meetings and DMO Board meetings, in conjunction with the Executive Director
- Research and apply for tourism-related grants and funding opportunities, with in-depth knowledge of NJ grant systems preferred
- Gather, maintain, and interpret industry and market data relevant to the destination and attractions, integrating research into long-range plans
- Work with Board Members, elected officials, state and community leaders to develop and maintain a strategic perspective based on marketplace and industry needs

Marketing and Communications

- Oversee and directly implement marketing, communications, and promotional efforts aimed at both BID members and the general public, including digital communications (BID/Experience Montclair websites, monthly newsletter, special blasts), print collateral (Annual Reports, special mailings, opportunity profiles, BID directories), and social media
- Develop and execute ongoing brand development that effectively identifies target audiences and generates trackable return on investment
- Write, design, organize, and publish press releases and seek editorial content in local and regional publications, including digital and print
- Manage and oversee BID and Experience Montclair databases and contact lists of members and non-members through various platforms, including MailChimp, Wild Apricot, and others
- Oversee the BID and Experience Montclair social media channels and strategies on a macro level while ensuring ongoing social media activity across Facebook and Instagram
- Manage digital marketing/media placement with thoughtful application of paid social media tactics and partnership posts ensuring metrics are measurable
- Oversee art direction for all visual campaigns and marketing materials

Event Support and Programming Collaboration

- Strategize and promote regional events and assist with the implementation of programming and events, including communications, advertising, and event staffing
- Provide technical assistance and coordination for programs and events in conjunction with other organizations and entities
- Create and post programming and event-related content for the BID's digital and print communications and social media channels

Leadership and Collaboration

- Staff co-lead on the BID Marketing and DMO Committee
- Maintain a climate that attracts, retains and motivates collaboration with tourism industry professionals
- Effectively coordinate strategies and tactical initiatives with private enterprise, governmental stakeholders, and other organizations
- Management and supervision of additional marketing and event staff.

Qualifications

- Bachelor's degree in marketing, communications, tourism, hospitality, or related field or a minimum of 7 years of experience in a senior role in tourism, hospitality, marketing, or destination marketing, preferably with New Jersey tourism industry knowledge
- Thorough knowledge of travel and tourism development and marketing required
- Knowledge in economic development, business administration, hospitality, event, and operations management is necessary
- Proven track record of successful stewardship and growth of resources
- Deep understanding of traditional and emerging marketing best practices and trends that resonate with critical market sectors

- Must be highly organized and detail-oriented with excellent oral and written communication skills
- Advanced knowledge of Microsoft Office Suite, email marketing platforms (Constant Contact, MailChimp), and social media platforms (Facebook, Twitter, Instagram) required
- Proficiency in graphic design software, including Canva and Adobe Creative Suite (Photoshop, Illustrator, InDesign) preferred
- Experience with CRM systems, database management, and tourism industry analytics platforms
- Ability to create and manage organizational budgets and work with financial reporting systems
- Must be capable of collaborating as a productive and thoughtful member of a team while implementing responsibilities independently
- Must possess an entrepreneurial and creative spirit with the ability to work in a dynamic, fast-paced environment
- High level of problem-solving and resolution skills is essential
- A customer service-oriented attitude and approach are paramount
- Established tourism industry connections throughout New Jersey and beyond, preferred
- Grant writing experience and knowledge of NJ grant systems preferred
- Attendance at periodic early morning meetings, evening/weekend meetings, events, and trade/marketing/networking opportunities will be required

Additional Requirements

- Ability to work independently towards specific goals while engaging leadership on an ongoing basis
- Willingness to learn and adapt to new software, communication tools, and tourism industry platforms
- Ability to multitask effectively and handle a myriad of tasks, large and small, as required by staff members of a small organization
- Must demonstrate innovative thinking and constant adaptation in a rapidly changing tourism environment
- Ability to articulate and communicate brand identity to visitors, potential investors, and current stakeholders

Please submit your resume and cover letter to Montclaircenter@montclaircenter.com, subject Marketing & DMO Director.