

Job Description

Human Resource Use Only	
Position Number:	
Step/Grade	
Effective Date:	

POSITION IDENTIFICATION

Position Title:	Destination Marketing Manager
Department:	Department of Tourism
Division:	
Status:	Full Time Exempt
Workweek:	Monday through Friday 8:00 am – 5:00 pm., frequent travel to trade shows required

SUPERVISORY RELATIONSHIPS

Reports to:	Director of Tourism
Directly Supervises:	N/A

POSITION PURPOSE

Responsible for leading the aggressive development and implementation of marketing and promotion strategies and tactics with the objective of attracting conventions, group events, and visitors to the City of Manitowoc . The generations of overnight stays is the top focus with daytrips as an important secondary initiative.

ESSENTIAL DUTIES

- Promote and represent the City of Manitowoc locally and out-of-town with a primary focus on attracting conventions, group events, and out-of-town leisure travelers to generate overnight visits; attend and participate in trade shows, industry meetings, sales efforts, bid presentations, and sales calls to promote the City of Manitowoc as a leisure destination;
- Maintain a well-informed, working knowledge of area facilities, amenities, attractions, and services;
- Develop and maintain positive and cooperative relationships with area hotels and attraction managers, working closely with hotel GMs/Directors of Sales and other members of the city’s hospitality industry on coordinated marketing and attraction efforts;
- Contribute to the planning and execution of marketing and attraction activities;
- Research and fully develop market segment targets; and develop and execute marketing, attraction, and sponsorship campaigns;
- Develop promotion materials, brand tradeshow presence and marketing materials to increase conventions, sporting tournaments, and group activities in the City;
- Maintain awareness and communicate activities of competing cities and trends in the leisure travel industry and report to department leadership;
- Ensure that marketing, promotion, and attraction efforts are progressing and meeting goals and targets;
- Develop and conduct personal marketing and promotional visits to potential clients and make presentations for bidding on groups;
- Provide on-site top-notch customer service to appropriate recreational groups and leisure travel events in the City of Manitowoc;
- Assist in the implementation of community-wide hospitality training program;
- Conduct site tours and familiarization tours as appropriate;
- Other duties as assigned.

OTHER DUTIES

Attend other meetings and perform other duties as assigned.

MINIMUM POSITION QUALIFICATIONS

Education	Bachelor's degree in business, marketing, travel and tourism, hospitality, communications, or related field or two years related experience and/or training; or equivalent combination of education and experience.
Experience:	Minimum of 5 years of experience in Hospitality, Tourism Sales, Operations, Sales Management in hotel industry, destination management organization, tourism-related entity or appropriate field. Minimum 2 years of experience leading a team or managing employees. Knowledge of leisure travel and hospitality, and other related tourism industries required. Must show pattern of significant growth and consistency in prior work experience.
Certifications/Licenses:	Valid driver's license required
Other Requirements:	In this position, it is necessary that the hours and days of the week be flexible. Working evenings, weekends, and holidays are occasionally required. Travel and attendance at city, regional or state meetings, conferences, and events is required. Must be free to travel as needed to carry out organizational goals.

KNOWLEDGE, SKILLS, & ABILITIES

Must have a passion for the City of Manitowoc and bringing tourism to the City of Manitowoc; must enjoy working in a fast-paced work environment and have excellent written and verbal communication skills; must be well-organized with the ability to prioritize and handle multiple assignments and be willing to get involved in projects with varying degrees of difficulty; must have strong desire for tourism sales with focus on career and industry growth; must maintain a cooperative, team-like attitude in working with supervisors and fellow employees (including other departments); ability to make verbal presentations to groups of various sizes; must demonstrate exceptional skills in sales, customer relations, communications, and problem solving; ability to work independently, exercising good judgement, and initiative; provide the highest customer service excellence.

BACKGROUND CHECKS

Condition of Employment

PHYSICAL DEMANDS

The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Manual Dexterity:	While performing the duties of this job, the employee is regularly required to coordinate hands, eyes, feet and limbs in performing semi-skilled movements such as operation of a computer keyboard, telephone, and calculator equipment.
Physical Effort:	The employee is regularly required to exert light to medium physical effort in light to medium work involving lifting, carrying, pushing, walking, standing, reaching with hands and arms, climbing, balancing, stooping, kneeling, crouching or crawling. The employee must regularly lift and/or move up to 50

	pounds and occasionally lift and/or move up to 75 pounds. Specific vision abilities required include close vision, distant vision and ability to adjust focus.
Working Conditions:	The noise level in the work environment is moderately quiet. Work is normally indoors with controlled climate conditions. Work will require mobility during special events and conferences. Employee may be required to be outdoors for a short period of time, and therefore subject to varying weather conditions for purposes of accomplishing the essential functions of the job.

This position description has been prepared to define the general duties of the position, provide examples of work and to detail the required knowledge, skills and abilities as well as the acceptable experience and training for the position. The description is not intended to limit or modify the right of any supervisor to assign, direct, and control the duties of employees under supervision. The City of Manitowoc retains and reserves any and all rights to change, modify, amend, add to or delete from any portion of this description in its sole judgment.

This job description is not a contract for employment.

The City of Manitowoc is an equal opportunity employer, in compliance with the Americans with Disabilities Act. The City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.