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

Job Description

POSITION IDENTIFICATION

Position Title:	Marketing Manager
Department:	Department of Tourism
Division:	Tourism
Status:	Full Time Exempt
Workweek:	Monday through Friday 7:30 am – 4:30 pm, regular evening or weekend hours required for events and travel to trade shows/conferences required

SUPERVISORY RELATIONSHIPS

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

POSITION PURPOSE

This position will be responsible for implementing the marketing and media strategy for the Department of Tourism. Works with independence under supervision of the Director of Tourism. This position requires someone who is passionate about the City of Manitowoc and committed to promoting tourism while working in a fast-paced work environment and effectively managing multiple tasks.

ESSENTIAL DUTIES

- Update destination marketing website on a regular basis, including inspiring, original webpages, blog content and business and event listings;
- Maintain positive relationships with tourism partners, accurate Department CRM database and work with partners in Extranet;
- Maintain tourism partner listings in TravelWisconsin.com's partner portal and external membership and business listings;
- Implement social media strategy and create fresh content to align with department goals; oversee community management of tourism social media accounts;
- Develop and run digital ad strategy with monthly analytics reviews on GA4 and Meta;
- Develop multi-channel marketing and advertising campaigns to promote City of Manitowoc as a premier leisure destination;
- Utilize CRM database and researched, developed market segments, facilitate sales and marketing funnel to attract meetings and conventions, group tours, events and leisure travelers by communicating with new and existing client leads, attending strategic conferences and trade shows, giving bid presentations and attending sales missions. Collaborate with lodging partners on leads and RFPs;
- Coordinate professional photo shoots and database for use in tourism promotion and development;
- Develop partnership program and sell advertising options to partners;
- Submit news tips and PR pitches and write weekly events article for local newspaper;
- Create monthly leisure e-newsletter, partner newsletters and maintain email contact databases;
- Design and produce promotional material including brochures, signage, and advertisements; distribute media kits and press releases created;
- Implement best practices in search engine optimization and AI tactics, record monthly web traffic metrics and report out to Director of Tourism;

- Lead logistic planning, permitting and marketing efforts for Department events;
- Maintain, update and create informative content for Department programs as needed;
- Hold an active spot on relevant community and regional tourism marketing boards and groups (i.e. Chamber of Manitowoc County, Rahr-West Art Museum, etc.)
- Coordinate and conduct site visits and familiarization tours as appropriate;
- Other job duties as assigned.

OTHER DUTIES

Attend other meetings and perform other duties as assigned.

MINIMUM POSITION QUALIFICATIONS

Education	Bachelor's Degree in Public Relations, Marketing, Hospitality/Tourism Management, or related field; or an equivalent combination of education and/or experience.
Experience:	Four years of experience in public relations, marketing or hospitality industry, or an equivalent combination of education and/or 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.

KNOWLEDGE, SKILLS, & ABILITIES

- Demonstrated experience in project management and implementation;
- Strong organizational, negotiation, and conflict management skills;
- Knowledge of governmental operations and municipal functions;
- Proficient skills in word processing, spreadsheets, databases, email, and presentation software;
- Effective time management skills and ability to manage multiple priorities;
- Advanced proficiency in computer applications used by the City, including Microsoft Office Suite, Adobe PDF Pro, Adobe, Canva; Google GA4, Meta Ads Manager, experience with template-based website systems like CivicEngage is helpful but not required.
- Strong graphic design skills using programs like Canva and various Adobe products;
- Experience with web content management, social media platforms, and digital/print marketing;
- Excellent interpersonal and customer service skills with the ability to build and maintain effective working relationships with coworkers, other City staff, businesses, governmental entities, and the public;
- Ability to work effectively in a fast-paced environment under pressure using sound judgment, and with strong time management and attention to detail;
- Highly motivated, creative, and personable with strong emotional intelligence, accountability, initiative, and a commitment to fostering a culture that embraces trust and respect with a demonstrated ability to promote innovation, operational excellence, and continuous improvement.

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 occasionally 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 extended periods 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.