



Group Marketing Manager/ Graphic Designer

Travel Tacoma + Pierce County is the accredited destination marketing organization for Tacoma + Pierce County, WA. Travel Tacoma is a highly-visible non-profit organization with a fast-paced, dynamic and collaborative work environment.

Job Description:

The Group Marketing Manager will work closely with the Marketing Department and Vice President of Marketing, and will be strongly matrixed to the Vice President of Sales + Servicing and Metro Parks Tacoma to strategically plan, manage, execute and measure group marketing plans for Travel Tacoma + Pierce County. This focuses on campaigns targeted at meeting planners and tour + travel agencies.

The Group Marketing Manager provides graphic design and creative writing services that support the destination brand that include the online presence of regional event venues, e-blasts, advertising, business and marketing collateral, tradeshow displays, presentations and more.

Responsibilities:

- Create and execute marketing plans and campaigns that promote Tacoma + Pierce County and Metro Parks Tacoma as a great place to hold conventions, events, reunions, and meetings. Track the success of campaigns and evaluate return on investment.
- Design print and digital ads, as well as other collateral to grow the group market in Pierce County.
- Manage the production, and assure accuracy of, Travel Tacoma + Pierce County's meeting planner guide with our publication partner.
- Seek out opportunities to connect Metro Parks Tacoma attractions and venues with other tourism assets to create packages and itineraries.
- Develop and implement strategies to increase visitation to the TravelTacoma.com/meetings webpages and the submittal of RFPs.
- Create and maintain a library of group-sales materials, including one-sheets, brochures, invitations, event signage, sales collateral, iPad presentations, tradeshow displays, group sales imagery and more.
- Research, evaluate and recommend sponsorship opportunities to reach meeting planners at industry events.
- Research and write content for Tacoma and meeting industry blogs, or outdoor related itineraries.
- Monitor editorial calendars of meeting industry magazines, formulate pitch ideas.
- Work with writers from meeting industry publications to pitch, and support editorial coverage.
- Research niche markets and meeting planner demographics for targeted and effective marketing programs.
- Ensure the destination brand is represented in all Travel Tacoma materials.

- Maintain a well-informed working knowledge of the attractions, venues and services available in the region with a strong emphasis on attractions and venues owned by Metro Parks Tacoma.
- Manage the ads, images and content on group sales websites such as CVENT and EmpowerMINT.
- Work with the Vice President to design and place media buys for both print and online advertising campaigns.
- Manage relationship and contracts with printing partners and vendors.
- Other duties as needed.

Qualifications:

- Proficient computer design skills – must have experience using Adobe Creative Suite [InDesign, Illustrator, Photoshop] on a MAC and PC
- Knowledge of Adobe Digital Publishing Suite and Adobe Premier are preferred
- Solid knowledge of graphic design and pre-press standards
- A bachelor's degree in marketing, communication and/or graphic design and three years of experience in graphic design is preferred.
- Experience in basic video creation and html are a plus!
- Excellent writing and editing skills.
- Ability to create and implement plans and projects from start to finish
- Excellent communication, organization and presentation skills
- Ability to work with varied individuals, groups and teams, multi-task and prioritize
- Ability to conduct research using methods appropriate to each project
- A personal commitment to excellence, professionalism and creativity
- Experience or interest in tourism and basic knowledge of Tacoma + Pierce County
- Ability to work evenings and weekends when required
- Must have a valid driver's license and reliable transportation

Compensation:

This is a full time position, with competitive benefits package.

Pay dependent upon experience and skills.

This is a term-limited position at 2 years, with the possibility of extension.

To Apply:

Interested in joining our dynamic team?

All applications are due on or before **June 6, 2016**. Applications received after the deadline may not be considered.

Candidates may be required to undergo skills testing and must consent to and pass a background check. To apply, please send a cover letter and resume along with three samples of your best graphic design work plus two writing samples [pdf format preferred] to:

Travel Tacoma + Pierce County

claire@traveltacoma.com