



# CITY OF OMAHA CLASS SPECIFICATION

**CLASSIFICATION TITLE: VICE PRESIDENT-MARKETING**

**BARGAINING UNIT: CIV MANAGEMENT    CODE NUMBER: 0540**

**PAY RANGE CODE: 25.1 MC                      REVISION DATE: 2/4/16**

## **NATURE OF WORK:**

The work of this classification involves directing all marketing initiatives related to positioning and selling the destination of the Omaha metro area to all travel segments, identifying market opportunities, and developing short and long-term marketing strategies with the objective of attracting overnight business in the meetings, conventions, and leisure markets. In addition, this position oversees advertising and promotion, marketing communications and public relations, social media, video and web development, content and design, and market research. An incumbent in this position exercises considerable independence in the performance of duties and responsibilities and receives general guidance from a superior.

**ESSENTIAL FUNCTIONS:** *(Any one position may not perform all the duties listed, nor do the listed examples include all the duties that may be performed in positions allocated to this class.)*

Prepares overall market strategy.

Develops, recommends, and implements marketing plan and budget annually.

Leverages data and market research to effectively promote the region as a visitor destination to meeting planners, individuals, travel media, and film production companies resulting in increased overnight room generation.

Develops and measures key performance indicators including database growth, conversion rates, relative engagement rates, marketing program satisfaction, and renewal rates.

Develops tourism partnerships which instill a sense of collective energy within the tourism community, ensuring a positive and proactive sales effort on behalf of the community.

Oversees the expansion of existing and development of new marketing programs which enhance both the image and overall sales for the destination.

Identifies and oversees international marketing programs.

Reviews and authorizes Marketing division timesheets and expense reports.

Develops and manages revenue streams through marketing partnerships such as website, promotional campaigns, and the visitors guide.

Manages all third-party vendors such as advertising agency, photographers, website vendors, researchers, and other vendors.

Oversees development of all destination marketing publications and promotional pieces including but not limited to the visitors guide, directories, meeting planner handbook, electronic and printed newsletters, calendars of events, convention center marketing pieces, destination videos, and webcasts.

Directs Communication staff in development of an integrated approach for travel writers, editors, and media. Authors articles on tourism at the destination as requested by media and publishers.

Maintains ongoing positive interaction with city/county governments and remains aware of and actively engaged in new projects to ensure Omaha Convention and Visitors Bureau (OCVB) positions on tourism development are recognized. Networks with civic, corporate, and educational leadership on behalf of OCVB.

Maintains ongoing support and dialogue with all groups and committees including state and regional tourism organizations, Destination Marketing Association International (DMAI), Nebraska Tourism Commission, and US Travel.

Analyzes industry trends for market segments that facilitate the OCVB's overall marketing objectives.

Reaches a pre-determined number of unique web sessions and paid media impressions.

Increases engagement on social media platforms.

Increases hotel room demand in the Omaha metro area.

Achieves department annual goals as assigned.

Maintains regular job attendance in accordance with a schedule established for the position by the supervisor.

Performs other related duties as assigned or as the situation dictates within the scope of this classification.

**REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:**

Knowledge of attractions, facilities, and services available to visitors in the Omaha metro area.

Knowledge of public and media relations, print and electronic production, and a working knowledge of film and television industry production.

Knowledge of the marketing principles and techniques used in attracting tourism.

Knowledge of departmental policies, procedures, and regulations.

Knowledge of and ability to operate a computer or other technology using standard or customized computer or systems software applications appropriate to the assigned tasks.

Skill in presenting creative and detail-oriented programs designed to promote tourism.

Ability to learn and adapt to advances in computer and electronics device technology and software.

Ability to identify, analyze and resolve problems.

Ability to successfully market attractions, lodgings, and venues in the area as tourist destinations.

Ability to plan, organize, supervise, and evaluate the work of subordinate employees.

Ability to travel independently to domestic and international destinations via commercial airlines.

Ability to establish and maintain effective working relationships with fellow employees, members of the tourism industry, and members of the general public.

Ability to communicate effectively, orally and in writing.

Ability to maintain confidentiality.

Ability to prioritize and manage multiple projects and responsibilities while meeting stringent deadlines.

Ability to adhere to safety policies, procedures, and guidelines.

Ability to sit from 76 to 100% of the time, to stand and walk from 26 to 50% of the time, and reach, bend, stoop, push and pull up to 25% of the time.

Ability to use up to thirty (30) pounds of force up to 25% of the time to move objects.

**EDUCATION AND EXPERIENCE:** *(The knowledge, skills, and abilities above may be acquired through, but are not limited to, the following combination of education and/or experience.)*

Bachelor's degree

AND

Seven (7) years of related professional experience in travel, hospitality, or tourism marketing management.

OR

An equivalent combination of education and experience.

**SPECIAL REQUIREMENTS:**

Must possess a valid motor vehicle operator's license from the time of appointment.

Must be available to work flexible hours, weekends, and holidays.

Certified Destination Management Executive (CDME) or other related certification preferred.

**WORKING CONDITIONS:** *(The conditions herein are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.)*

Work is performed in an office setting amid normal conditions of dust, odors, fumes, and noises. However, an incumbent may be required to travel to other sites in the city or to other cities and may be exposed to all weather conditions.

**EQUIPMENT OPERATION:** *(Any one position may not use all of the tools and equipment listed nor do the listed examples comprise all of the tools and equipment that may be used in positions allocated to this classification.)*

Computer  
Telephone

Calculator  
Printer

Copier

Previous Revision Date(s):