



Visit Billings Marketing Director

About the job

The Visit Billings Marketing Director manages and leads the marketing and communications efforts for Visit Billings. Responsibilities include identifying and executing leisure promotion strategies, tactics, and opportunities for Billings as a leisure tourism destination, implementing regional, national, and international leisure marketing campaigns and working in tandem with partners including the organization's creative agency to fulfill the mission of Visit Billings. This team member also attends consumer travel shows to help grow leisure visitation to Billings, MT. Additionally, present campaign strategies, executions, and insights to internal and external stakeholders.

This position is responsible for effectively directing and managing the social media, publicity, and communications for Visit Billings as they speak to each campaign and initiative to meet measurable objectives and grow visitation for Billings.

Visit Billings is a leading tourism brand in Montana comprised of the Billings Tourism Business Improvement District and the Billings Convention and Visitors Bureau and is managed by the Billings Chamber of Commerce.

What you'll do -

- Prepares and implements leisure promotional and sales campaigns for regional, national, and international markets for Visit Billings.
- Plans and implements all leisure marketing efforts to meet the goals of Visit Billings in coordination with the staff, boards (Chamber of Commerce/CVB and Tourism Business Improvement District), State of Montana, the Visit Billings' creative agency, and buying group.
- Steers and executes the strategic and tactical elements of the leisure and consumer marketing and sales plans for the organization.
- Works to strongly position Billings as a preferred leisure travel destination to the leisure market.
- Works with Executive Director and team to protect the brand standards and creates brand lift for the destination.

- Fosters key relationships with industry contacts to help cultivate leisure tourism business and events for stakeholders.
- Attends travel shows throughout the nation (internationally when necessary) that meet Visit Billings target markets, demographics, and strategies.
- Works closely with advertising agency, State of Montana, tourism partners, and/or staff to grow earned media and publicity opportunities.
- Responsible for and spearheads growth of Visit Billings photo library and digital assets.
- Works proactively with all relevant agencies, including creative agencies and media tracking services.
- Pre-planning, execution of, and follow-up to - leisure familiarization and publicity opportunities.
- Prepares and handles all leisure and consumer-oriented e-communications.
- Manages all leisure print and digital assets for Visit Billings with creative agency of record.
- Assists team with media database and CRM management.
- Works with partners throughout the region and state including Visit Southeast Montana.
- Helps educate the public on Visit Billings missions and contributions.
- Coordinates and supports special events when necessary.
- Prepares, compiles, and collects monthly reports on placements and creative initiatives for ROI.
- Manages Visit Billings social media channels including Instagram, Facebook, Twitter, TikTok, and Pinterest with agency of record.
- Manages approved leisure and social media budgets for CVB (State) and TBID.
- Executes social media programs and ad buys.
- Organizes, manages, and executes media and publicity tours.
- Mines and curates user-generated content.
- Maintains Visit Billings Blog and appropriate web updates and digital assets for leisure visitor growth.
- Works with travel writers and media outlets, both through recruitment and direct response, to effectively promote Billings as a travel destination for leisure visitation.
- All other duties as assigned.

What you need -

- Bachelor's degree in marketing or related field.
- Minimum three (3) years equivalent experience in marketing leadership position(s).
- Broad functional experience in areas of marketing, market development, market research, planning, analysis and promotions/advertising.
- Experience and success in developing compelling written, oral and visual media presentation materials.
- Experience and knowledge of web site development and management.
- Must possess a valid Driver's License and automobile insurance

What you'll get -

Salary range of \$70k-\$80k annually DOE, generous performance based annual bonus and comprehensive benefits package including: Medical, dental, vision insurance – 75% employer paid premium; life, and long-term disability insurance; Paid Time Off; Flexible spending accounts; paid holidays and floating holidays; 401(k) 3% employer contribution & up to 4% match (must meet eligibility requirements).

Qualified candidates submit a cover letter and resume to hr@billingschamber.com for consideration. Full job description available at time of interview or upon request. EEO.