



Employer: Fayetteville Advertising and Promotion Commission

Unit: Experience Fayetteville

Title: Vice President of Marketing and Communications

Reports to: Chief Executive Officer

Position Type: Full-time, Exempt

Salary Range: \$75,000 - \$90,000

Posting date: August 25, 2022 Closing Date: Until filled

Qualified applicants should send cover letter and resume to jobs@experiencefayetteville.com

Job Summary:

The Advertising and Promotion Commission is the over-arching organization that manages Experience Fayetteville (the destination marketing organization for Fayetteville, Arkansas) and the Fayetteville Town Center. The Vice President of Marketing and Communications is based out of Experience Fayetteville and reports to the CEO of the Advertising and Promotion Commission. This position is responsible for Experience Fayetteville's marketing, communications, and public relations efforts including, but not limited to, destination branding, strategies, and research related to the mission of the organization.

Essential Duties and Responsibilities:

- Ensure annual marketing goals are established, monitored, evaluated, and reported back to the CEO on a regular basis and to the Advertising and Promotion Commission as requested
- In collaboration with the organization's agency of record, develop an annual marketing plan, identifying KPI's across paid media placement, public relations efforts, content marketing, and visual identity
- Establish relationships with local, regional and national reporters, editors and publishers for the benefit of the organization and its goals; actively seek earned media opportunities, including value-added opportunities coinciding with paid media placement
- Work with the CEO to educate community leaders, stakeholders and elected officials concerning the importance of the role Experience Fayetteville plays in the growth of our local economy
- Serve as the first point of contact for Experience Fayetteville with appropriate representatives from media companies in the absence of or request of the CEO
- Develop internal communications plans and strategies around major initiatives and ensure all team members are informed and aligned with our external branding, communications and community outreach efforts
- Implement a plan for tracking, analysis and presentation of relevant marketing and communications data from in-house and third-party sources
- Manage the contract for the organization's agency of record, ensuring the contract is put to public bid when needed, and determining the criteria for future reviews
- Monitor and maintain the Marketing & Communications Department's annual budget. Approve expenditures in conjunction with the CEO and the VP of Finance as necessary

- Hire and supervise Experience Fayetteville's marketing staff
- Attend Fayetteville Advertising and Promotion Commission meetings and make reports to the Commission, when invited by the CEO
- Attend relevant industry-related functions as required

Qualifications:

- Minimum of five years (5) of leadership and supervisory experience working in the marketing and communications field; experience within the destination marketing industry is a plus
- Ability to develop plans for program execution, including communication plans, timelines, milestones, briefings and development of marketing materials.
- Exemplary verbal and written communication skills
- Knowledge and experience with market research methods
- Ability to work flexible hours including overnight travel
- Exhibits flexibility and adaptability
- Position is based in Fayetteville Arkansas, must be willing to relocate to the area

Physical Demands and Work Environment

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee must see, talk, and hear. This position requires frequent use of a computer. Visual acuity to work on a computer screen and view written materials is required for this job. Occasional evening and weekend work is expected. This position works primarily in an indoor work environment.

Experience Fayetteville is an EEO/AA employer that seeks to employ qualified persons without regard to race, color, religion, gender, national origin, age, sex, marital status, disability, veteran status, sexual orientation, gender identity or any other characteristic protected by law. We strive to ensure all employees a discrimination-free workplace and have a strong commitment to affirmative action and equal opportunities. We value and encourage diversity in our workforce. All applications are subject to potential public disclosure under the Arkansas Freedom of Information Act.