

TOURISM MARKETING MANAGER

KIND OF WORK

Managerial marketing work promoting tourism in Minnesota.

NATURE AND PURPOSE

Under administrative direction, manages subordinates responsible for marketing, promotion, advertising, and public relations activities for the state to promote Minnesota as a travel destination on a national and international level; performs related work as required.

Positions in this class may specialize in management of regional offices, travel trade services, or advertising and public relations.

This class differs from Tourism Regional Manager because it has statewide marketing responsibilities and provides administrative direction to Regional Managers whose responsibility is limited to a particular geographic region of the state.

EXAMPLES OF WORK (A position may not include all the work examples given, nor does the list include all that may be assigned.)

Plan annual and long range goals and marketing strategies, to publicize Minnesota as a travel destination and increase tourism revenues for the state by identifying new markets, defining marketing projects, setting policies and priorities, and participating with management team in office planning sessions.

Represent the Office of Tourism to media, industry and consumer groups to provide visibility and recognition for Minnesota by conducting seminars and meetings, traveling to promote the state, and acting as spokesperson for specific programs.

Direct marketing of travel trade services to tour operators, travel agents, meeting and convention planners (domestic and international), to increase travel throughout the state by conducting familiarization tours, attending trade shows, developing sales materials and maintaining sales contacts, coordinating market research, and securing partnerships with private operators and air carriers.

Manage and allocate staffing of unit to ensure achievement of unit goals and effective individual performance by hiring, training, assigning work, setting goals, monitoring and evaluating performance, rewarding, disciplining, discharging staff.

Manage budgets for staffing, programs, contracts, and supplies to operate effective, cost-efficient programs and provide quality services by developing budget requests, allocating and approving expenditures, ensuring contract compliance and balancing accounts.

Direct advertising and public relations program to national and international audiences to increase exposure, leverage state funds, and generate increased tourism revenues by researching market trends, soliciting and hiring advertising agencies (including but not limited to print, television, radio, public relations and direct mail media), by reviewing, editing, and approving communications, press releases, creative and research proposals, by soliciting, negotiating, and implementing public/private partnerships to leverage state funds, and participating in promotional events.

Direct operations of regional tourism offices to coordinate local and regional programs into the statewide effort to promote travel by establishing and overseeing policy development, supervising workplans and budgets, reviewing and approving advertising, publications, and promotional campaigns, authorizing leverage of funds and administration of Central Office programs.

Consult with tourism industry businesses and organizations to improve their skills and involvement in travel marketing by identifying and monitoring trends, needs, and interests, designing and coordinating educational seminars or conferences on pertinent topics, creating programs and materials which enhance tourism organizations and facilities, and providing other technical assistance as requested.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

Knowledge of:

- * Travel and tourism industry in Minnesota, the United States, and worldwide sufficient to recognize trends and needs, maintain working relationships with industry professionals, and maximize sales and marketing opportunities.
- * Budget and fiscal management practices and contract administration sufficient to plan, allocate and balance accounts, monitor and finalize contracts.

Advertising and public relations principles as applied to selection of media firms, media options for specific campaigns, and communication with media professionals.

Marketing research and evaluation techniques sufficient to analyze research projects, define database needs, assess growth and changes.

- * Minnesota products and services sufficient to identify tourism opportunities and to represent the state to domestic and international travel professionals and consumers.
- * Data management and computer systems sufficient to use and maintain fiscal system and research data.

Interrelationships between advertising, public relations, sales and product development to maximize marketing activities.

Ability to:

Evaluate copy and promotional materials to ensure grammatical accuracy and positive quality of all publications and media releases.

- * Communicate verbally and in writing and make formal presentations to individuals or groups sufficient to explain programs, resolve problems or conflicts, motivate individuals to complete projects/meet deadlines, persuade customers to buy the product.
- * Direct work of others to ensure successful completion of marketing products within deadlines and established time frames.

Create, plan and organize marketing tools and programs, publicity campaigns and special events which achieve positive recognition, meet defined needs of communities and organizations, and generate increased travel in Minnesota.

Develop cooperative partnerships with public and private sector organizations and businesses to improve Minnesota's marketing programs and to generate greater travel.

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Rev.: 03/27/92

T.C.: 07/15/83
Former Title(s): Tourism Marketing
Director