

Marketing Manager

The Marketing Manager is responsible for assisting in the coordination, development, monitoring and timely execution of activities related to advertising programs and materials. This position is also responsible for supporting the DPC's digital marketing platforms, including, but not limited to: websites and social media platforms. This position reports to the President/CEO of the Panama City Community Development Corporation.

General Scope of Duties:

- Responsible for all in-market media buys for visiting guest awareness.
- Responsible for acting as liaison with the marketing agency of record regarding interactive / digital media platforms and campaigns; ensuring website content meets brand standards and adheres to approved marketing plan.
- Responsible for assisting in the creation, development, and implementation of marketing, public relations, social media campaigns; collateral; logos and other materials to support the Destination Panama City's sponsored events.
- Responsible to work collaboratively with the agencies of record and in-house teams for marketing, public relations, social media, and research.
- Responsible to assist in the development and execution of corporate communication programs, including newsletters, press releases, blog posts and industry award submissions.
- Responsible to assist in the development of annual research needs assessment for potential inclusion in the research budget while ensuring goals, objectives and performance metrics are incorporated into all marketing campaigns and programs.
- Responsible assist President/CEO in working collaboratively with agencies of record to develop marketing and sales annual work program.
- Responsible to aid in the development and distribution of original content related to the Panama City visitor experience to more effectively market Panama City and enhance the perception of Panama City as a tourist destination.
- Responsible to assist in the oversight, creative direction, and publication of the Panama City Visitor's Guide.
- Responsible to assist in evaluating trade show and meeting event opportunities; may also include travel to execute trade show booths or facility sales / meeting events.
- May be required to serve as Acting CEO for short periods while CEO is out of market and inaccessible for the processing of administrative activities such as, but not limited to, accounts payables, payroll submission, and day to day supervision.

Other Duties:

The Sales & Marketing Coordinator will perform other assignments as instructed by the President/CEO of the Panama City Community Development Corporation.

Qualifications & Skills:

- Must possess the ability to portray and project a professional image.
- Must possess the ability to exercise initiative, good judgment, and tact when representing the Destination Panama City.
- Must possess a Florida driver's license. Travel is required in the performance of regular duties.
- Must possess the ability to effectively communicate through written and verbal means.
- Must possess strong interpersonal skills and have demonstrated attention to detail.
- Must be able to work independently and as part of a team.
- Must be able to analyze project needs, multi-task, be results-oriented especially in terms of selling and marketing the destination.
- Must possess above average to excellent computer skills; proficiency in Microsoft Office is required.
- Must have earned a bachelor's degree from an accredited college or university in marketing, communication, journalism, or have commensurate experience in a directly related field.
- Preferred prior experience with destination marketing or management.