



## **Marketing Manager, Meetings and Conventions**

### **Summary:**

As a member of the Marketing and Communications (MarComm) department, the Marketing Manager, Meetings & Conventions (M&C) handles a wide range of programs and projects. Supporting the Director of Marketing, Trade & Experiential and working closely with the MarComm department, the sales & customer experience department, as well as outside agencies; this individual is responsible for managing marketing and promotional campaigns, experiential events, and a variety of exciting and creative projects to position Baltimore as a great place to hold a meeting or event.

### **Essential Duties and Responsibilities:**

#### **Meetings and Conventions Marketing:**

- Assists with project management of all M&C advertising campaigns from creative development to production, working with our marketing and sales & customer experience teams as well as with our media buying and creative agencies.
- Assists with project management of all M&C marketing materials and collateral pieces, working with both our creative agency and in-house designers.
- Participates in internal content meetings and provides updates to the marketing team on M&C initiatives and identifies opportunities to collaborate.

#### **Sales and Customer Experience**

- Serves as a point of contact for the sales & customer experience department for all marketing requests. Manages the requests from start to finish ensuring creativity, quality, and timeliness.
- Attends the sales & customer experience meetings regularly to foster an environment of collaboration and support and provide relevant updates from the marketing team.
- Participates in creative ideation sessions with the customer experience team to support our M&C clients with fresh, creative, one-of-a-kind Baltimore experiences for their events.
- Provides guidance and light tech support to members of the sales team using our email platform.

#### **General Marketing:**

- Supports experiential initiatives and events as appropriate.
- Contributes to the assembly and submission of marketing grant reporting.
- Assists with other marketing projects as assigned.

**Qualification Requirements:**

This is a skilled marketing position in a complex and fast-paced environment. Bachelor's degree in marketing, communications, graphic arts, or related field, and two to four years' experience in a marketing or advertising agency, corporation or convention and visitor's bureau.

Project management and customer or client management experience necessary.

Working knowledge of the meetings and tourism industry and its sales and communication channels strongly preferred.

Demonstrated ability to successfully manage multiple assignments and projects and meet deadlines in a fast-paced environment.

Exceptional organizational, writing and communications skills.

Ability to cultivate positive and effective internal and external working relationships.

Ability to work well independently with limited supervision and with a collaborative team.

Proficiency in Microsoft Office Suite, Office 365, and Outlook with advanced PowerPoint and Excel knowledge. Simpleview CRM experience preferred.

Previous experience with WYSIWYG editors, HTML, website CMS, CRM and/or mass emailing platforms is a bonus.

**Interested candidates should forward their cover letter, resume and salary requirements to [resumes@baltimore.org](mailto:resumes@baltimore.org). NO PHONE CALLS PLEASE. Visit Baltimore is an Equal Opportunity Employer.**