Marketing Manager

Overview
Visit Oceanside is the destination marketing organization for Oceanside, California, located in the heart of Southern California.

A quintessential California beach town, Oceanside is experiencing a renaissance while staying authentic to its unique beach vibe. With the opening of the largest beach resort development in San Diego County in over a decade (a Joie de Vivre and Destination Resort hotel) along with other vibrant new resources that include an official Cultural District Designation by the California Arts Council, this position will provide a unique opportunity to help grow Oceanside’s brand in unison with the exciting new growth that is taking place.

This position will assist and support the Director of Marketing and Communication (DOM) with all marketing and promotion efforts for Oceanside. This includes assistance with planning and implementing all marketing and communications programs. The position will have the opportunity to work with vendors that include the brand agency, designers, and content developers that include social media and website specialists. Leveraging our brand as the guiding principle, the marketing manager will assist with internal and external peers to create compelling, creative and cutting-edge messaging and promotional platforms that drive interest and visitation to Oceanside.

Key Responsibilities include:
Duties may include but are not limited to the following:

Strategy:

- Assist with strategic planning and implementation of the annual marketing plan that supports Visit Oceanside’s Long-term Strategic Framework.
- Provide reporting metrics and data for the monthly, quarterly and annual reports for the Board and stakeholders.
- Work with the DOM to create content calendar along with content development, curation and strategic implementation throughout the year based on needs and modifications.
- Assist with programming and deliverables to ensure they are executed according to the plan; including digital content (owned and bought), social media and creative executions.
- Assist with implementing promotions and campaigns across all platforms, based on strategic goals.
- Work with the DOM and research/data vendors to understand key metrics and industry trends to best inform future marketing and promotional opportunities.

Website:

- Work with website team (vendors and staff) to ensure website is reflective of current content and themes that include seasonal campaigns, content and other promotions.
- Work with DOM to ensure website/online strategies that include content, engagement, SEO, UGC and other key performance metrics are met.
- Create and update website content including blogs and pages to match the editorial calendar.
- Actively research improvements to keep the website current, relevant and useful to destination visitors.

Advertising:

- Assist with advertising campaigns to ensure implementation and creative meets strategic goals.
- Proactively research and stay informed on new platforms and technologies for efficient, targeted buys to improve key metrics.
- Identify co-op marketing programs and work with VO partners to ensure successful outcomes.
Social Media:
• Assist with implementation of social media strategy, content development and user-generated content in conjunction with the social media agency.
• Oversee daily content development and account maintenance of all social media channels.
• Oversee social media and digital performance statistics and proactively respond based on results and opportunities.

eCommunications:
• Assist with developing eCommunication activities including creation, implementation, testing and reporting.

Events:
• Work with staff and help with execution of Annual Tourism Summit and smaller-scale events such as quarterly partner meetings and visitor center events.

Required Qualifications:
• Bachelor’s Degree in Marketing, Communications, Business, Tourism, Hospitality or related field.
• A minimum of 2-3 years in digital marketing and related marketing experience.
• Previous product management experience is helpful.
• Strong verbal and written communications skills.
• Ability to work under deadlines and manage multiple projects in a fast-paced environment.
• Excellent decision-making, problem solving, time management, and organization skills.
• Flexibility and attention to detail is a must.
• Strong analytical abilities, visual and aesthetic sense.
• Self-motivated and proactive.
• Destination marketing experience preferred.
• Knowledge of Microsoft suite programs, WordPress, Google Analytics, and basic knowledge of photoshop.

Physical Requirements:
• This job requires the ability to lift up to 40 lbs. and includes sitting, standing and walking. The job primarily operates in a professional environment with occasional travel including air travel. Applicant must have a valid driver’s license and provide own transportation.

Salary:
• $45k-55k
• Salary is commensurate with qualifications and experience. Competitive benefits package includes medical and 401 (k).

To Apply:
Please send resume and cover letter to info@visitoceanside.org.