



Vice President of Marketing & Brand Management

A permanent full-time (40 hours per week) position with the Akron/Summit Convention & Visitors Bureau (CVB) – Greater Akron/Summit County, Ohio’s destination marketing organization – is now available. The CVB also manages the John S. Knight Center, Greystone Hall, and the Sports Alliance of Greater Akron.

The newest member of our staff will possess confidence, professionalism, and a solid work ethic. Most importantly, she/he/they will be able to multi-task, remain self-motivated and think innovatively.

Summary

The Vice President of Marketing & Brand Management is responsible for all activities related to conceptualizing and implementing market strategy and achieving marketing targets. Specific responsibilities include business and market development; market research and planning; strategic direction for promotion and advertising; coordination with sales; and hiring and directing the day-to-day activities of marketing staff and/or 3rd party vendors.

Essential Functions

- Serve as head of marketing of the organization, providing support in the area of marketing strategy and management.
- Develop the annual marketing plan and the strategies, tactics, and resources necessary to achieve system and goals.
- Provide leadership and/or support the design, development, and implementation of products and service lines.
- Oversee and provide direction to market and competitor analysis.
- Provide leadership, direction, and management of the market research function.
- Ensure all marketing communications are coordinated, support marketing plan objectives and are an effective expenditure of resources.
- Provide input and support to the company’s leadership in the development of joint ventures, affiliations, and partnership arrangements.
- Provide marketing skills and expertise to the company by building, developing, and managing a marketing team via staff or external 3rd party vendors, capable of carrying out the necessary marketing strategies and tactics.
- Participate fully in professional societies and activities related to the travel & tourism industry.

Competencies

- Financial Management.
- Leadership.
- Teamwork Orientation.
- Strategic Thinking.
- Business Acumen.
- Creative.
- Communication Proficiency.
- Presentation Skills.

Supervisory Responsibility

This position is directly responsible for leading the staff and 3rd party marketing partners of this department.

Position Type/Expected Hours of Work

This is a full-time position. Days and hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. Occasional evening and weekend work may be required as job duties demand.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Experience & Education

A minimum of 10 years of related professional experience

Compensation

Competitive salary with full benefits package

SUBMISSION DEADLINE: Monday, February 20, 2023

Please send a letter of inquiry, resume, and salary history to:

Gregg M. Mervis
President & CEO
Akron/Summit Convention & Visitors Bureau
77 E. Mill Street
Akron, OH 44308

Or email your information to: gmervis@visitakron-summit.org
Subject: VP of Marketing & Brand Management

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