



## **Convention & Tourism Marketing and Public Relations Coordinator #02978**

### **City of Virginia Beach – Job Description**

Date of Last Revision: March 14, 2025

**FLSA Status:** Exempt

**Pay Plan:** Administrative

**Grade:** 16

### **City of Virginia Beach Organizational Mission and Values**

The City of Virginia Beach exists to enhance the economic, educational, social, and physical quality of the community and provide sustainable municipal services which are valued by its citizens.

The City of Virginia Beach organization is based upon a belief in the democratic process of government. This belief provides meaningful ways for citizens, reflecting the diversity of our City, to contribute to the development of public policy. This process is enhanced by organizational values which guide member performance within the Virginia Beach Quality Service System. These values define our desired organizational culture. We value quality customer service; teamwork; leadership and learning; integrity; commitment; and inclusion and diversity.

### **Class Summary**

Assist the Director of Convention & Visitor Development in the overall management and supervision of comprehensive marketing & public relations programs for the maintenance and expansion of the City's domestic and international market segments in order to increase tourism, convention & visitor expenditures, tax revenues, and employment. Plan, direct and coordinate the promotion and marketing of Virginia Beach as a major convention and tourist destination; develop, administer and monitor annual marketing plan; direct and coordinate special events promotion; perform related work as required.

## **Representative Work Functions and Responsibilities**

- Plan, direct and supervise the execution of marketing and/or public relations efforts across all channels in order to establish Virginia Beach as a major convention and travel destination.
- Directly responsible for managing the development and administration of marketing and/or public relations operating budgets to effectively achieve all program objectives; develop marketing and/or public relations priorities, goals and expected outcomes; and develop and utilize effective performance indicators and metrics to adjust strategies, goals, and expected outcomes, as needed.
- Work directly with Convention and Visitor's Bureau leadership, hospitality industry professionals and City officials to identify and effectively communicate and respond to the driving forces in the industry.
- Manage the day-to-day activities of the contracted advertising agency for the Convention and Visitors Bureau and is the single point of contact for all advertising and/or public relations campaigns and agency business.
- Coordinate the development of brand advertising creative elements with CVB staff and contracted advertising agency.
- Work with the Tourism Marketing and Sales Administrator, the Convention Center Manager and the Convention Sales and Marketing Administrator to integrate the brand message across all marketing channels.
- Make formal presentations to industry groups, city executives and civic organizations upon request and on behalf of the CVB.
- Develop an overall Marketing and/or Public Relations Plan that optimizes the CVB's annual operating budget for advertising, public relations, research and communications.
- Perform special projects as assigned by Department Director.
- Perform other job duties requiring skills, knowledge and physical requirements as demanded by those duties described or less. Individual assignments will be determined by the supervisor based on then current workloads and department needs.

## **Performance Standards**

- Effectively assist in the management of a comprehensive Convention and Visitor Development Program.
- Skillfully manage the development and presentation of comprehensive marketing plan(s) or public relations campaign(s) and operating budgets.
- Perpetuate effective relationships and communications with staff, City officials, and community to ensure the preservation of destination marketing programs.

- Actively participate with industry related organizations whose objectives and programs contribute to the comparative reports on the results of marketing and promotional activities for executive review.

## **Minimum Qualifications**

- Bachelor's degree in marketing, tourism, public relations or related field and six (6) years of experience utilizing the knowledge, skills, and abilities associated with such positions as VP of Marketing, Director of Marketing, Marketing Manager or comparable positions OR combination of education (above the high school level) and/or experience equivalent to ten (10) years in fields utilizing the required knowledge, skills, and abilities associated with this position.
- Must have a current and valid driver's license. This is an Alpha I position requiring employee to work during inclement weather, regardless of the City's operational status.

## **Preferred Qualifications**

- Experience working in or with an advertising and public relations agency.
- Experience leading marketing/advertising programs for a major destination marketing organization.
- Experience effectively managing all components of a Marketing/Advertising budget.
- MBA or Masters degree in Marketing/Communications or related field.
- Candidate offers an established understanding of the tourism industry, tourist destinations, global marketing and public relations, national association/meetings market, convention centers, hotels, sports facilities, and other hospitality-related venues; extensive knowledge of hospitality industry and its terminology; strategic marketing and destination branding experience; works effectively with Microsoft products (Word, Excel, Graphics, Power Point, Outlook).

## **Special Requirements**

- All employees may be expected to work hours in excess of their normally scheduled hours in response to short-term department needs and/or City-wide emergencies.
- Alpha I Status: Positions within this class have been designated as Alpha I positions requiring employees to work during inclement weather, regardless of the City's operational status.

## **Knowledge, Skills, Abilities Required to Perform Satisfactorily**

### **A. Knowledge**

1. Knowledge of the City of Virginia Beach, resort area, accommodations, competition and meeting venues, attractions, events, recreational activities, etc.
2. Knowledge of departmental and divisional goals and objectives as related to all marketing program activities.
3. Knowledge of modern principles, theories, philosophy and techniques of destination marketing and tourism promotion.
4. Knowledge of public relations, mass communications and media relations principles and activities.
5. Knowledge of marketing, sales and advertising practices and principles.
6. Knowledge of budgeting principles and administration of municipal government.
7. Knowledge of supervisory and management practices and principles.

### **B. Skills**

1. Skill in personal communications, both oral and written.
2. Skill in establishing goals and objectives, developing action plans and monitoring performance.
3. Skill in utilizing recognized management techniques in the supervision of employees and vendors.
4. Skill in formulation, modification and expansion of travel marketing, sales, and promotional programs.
5. Skill in budget development and management.
6. Skill in operating a computer and using City standard software.

### **C. Abilities**

1. Ability to effectively manage a contracted advertising/marketing vendor.
2. Ability to establish and maintain effective working relationships with tourism professionals, general public, employees, business associates and City officials.
3. Ability to strongly empathize with customers, tourism professionals, general public, employees, business associates and City officials, to perform active listening and demonstrate an understanding of their concerns and needs.
4. Ability to be personable and project a positive attitude – to be outgoing and establish a positive first impression and represent the best interest of the City.

5. Ability to project confidence at all times; including when encountering reluctance, resistance, or conflict, in order to overcome barriers, remain goal oriented, and generate trust.
6. Ability to be assertive during interactions with customers, service providers, tourism professionals, general public, employees, business associates and city officials, in order to remain organized yet adaptive when mutual benefits can be achieved.
7. Ability to organize work, use time effectively, and motivate others toward problem resolution and goal achievement.
8. Ability to evaluate and respond to the demands on the industry.
9. Ability to make formal presentations to individuals or groups concerning the promotion of Virginia Beach as an ideal destination.

## **Working Conditions**

Working conditions are intended to provide a general overview of the environmental conditions inherent in the job setting, as well as the physical, mental, and sensory requirements necessary to perform the essential functions of positions in the noted job title. A more detailed description will be made available at the position (PCN) level both internally and externally with all posted open positions.

*NOTE: Per HR Policy 6.19, Americans with Disabilities, the City follows the requirements of the Americans with Disabilities Act (ADA) in all hiring and employment decisions. The City shall not discriminate on the basis of disability in its hiring and employment practices. The City shall make reasonable accommodations for the known physical or mental limitations of a qualified applicant or employee with a disability upon request unless the accommodation would cause an undue hardship on the operation of the City's business.*

**DISCLAIMER:**

*This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of employees under his or her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.*