



OPEN JOB ANNOUNCEMENT

Marketing Manager

ANNOUNCEMENT NO.: 2023
DATE POSTED: June 06, 2019
CLOSING DATE: June 21, 2019 (COB)
Pay Grade: M PAY RANGE: \$40,762.00 - \$61,143.00

Position Title: Marketing Manager

Reports to: Director of Global Marketing

Summary: The Marketing Manager is responsible for the planning, development, implementation and coordination of the Bureau's local and off-island travel trade related promotional programs and activities aimed at international markets in designated regions assigned.

Qualifications/Requirements

- Three years experience in tourism sales promotions or related areas, two years of supervisory experience, and graduation from a recognized college or university with a Bachelor's degree in Marketing or related field; or
- Any equivalent combination of experience and training as described above which provides the minimum knowledge, abilities and skills.
- Valid U.S. passport and driver's license.

Essential Functions

- Serve as primary staff to oversee an assigned tourism source market.
- Maintain effective internal communications to ensure that all relevant partners are kept informed of marketing objectives.
- Undertake strategic analysis and assisting with strategic planning.
- Work with designated marketing representative to develop and prepare the Bureau's overseas programs and promotional activities.
- Supervise the implementation of fiscal year marketing plans and budget with designated overseas marketing representative.
- Coordinate and arrange all aspects of GVB participation in workshops, seminars, conferences, travel shows and city promotions in markets, per their designated region of responsibility.
- Review correspondence, proposals and other materials related to their designated market areas and submit recommendations to the Director of Global Marketing on proposed course of action and/or effectuates management directives.
- Assist in the coordination of projects and promotions implemented by the Bureau's Marketing Representation offices, per their designated region/area of responsibility.
- Coordinate international projects and promotions.
- Coordinate the travel arrangements and local logistics for all visiting international media, travel agents and other industry partners.
- Review and approve correspondences for projects, marketing committee meeting minutes, project proposals and budgets and other reports.
- Advises monthly inventory levels and production needs for promotional materials.
- Serves as a liaison with contractors providing services for GVB in their designated market areas; assists with monitoring their performance to ensure compliance with contractual obligations.
- Acts as immediate supervisor to assigned marketing coordinator.
- Supervise and provide on-the-job training for marketing interns.
- Coordinate and manage local and international Bureau projects and events.

- Coordinate and engage with overseas marketing representatives on digital and social media marketing projects.
- Performs other related duties as assigned.

Knowledge Abilities and Skills:

- Knowledge of the principles and practices of modern public administration, communications and marketing.
- Ability to read, write and speak effectively.
- Knowledge of international tourism market and trends.
- Knowledge of advertising and publicity in the international media.
- Ability to administer high volume marketing and promotion programs and activities.
- Ability to organize, analyze and evaluate facts and determine compliance or deficiencies related to established parameters.
- Ability to interpret and apply pertinent laws, rules, regulations, policies and procedures.
- Ability to evaluate operational effectiveness and implement changes for improvements.
- Ability to work effectively with individuals, travel trade representatives, organizations and groups.
- Ability to maintain records and prepares reports.

Key Competencies:

1. Technical Capacity
2. Personal Effectiveness/Credibility
3. Thoroughness
4. Collaboration Skills
5. Communication Proficiency
6. Flexibility
7. Adaptation to various situations
8. Creative Thinking
9. Engagement
10. Decision Making/ Decisiveness
11. Impact / Influence

Supervisory Responsibility:

This position has supervisory responsibilities.

Work Environment:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands:

This position involves activities related to meetings, meeting functions and facilities, travel, public speaking, standing for long periods of time and/or travel.

Other Duties:

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.

Interested internal and external applicants may pick up and/or submit a GVB job application at/to the GVB Main Office, 401 Pale San Vitores Road, Tumon, Guam 96913 between the hours of 8:00 a.m. to 5:00 p.m., Monday through Friday, except designated holidays. Applications will be available online at the GVB website. For further or additional information please call the GVB office at: 1 (671) 646-5278. GVB requires pre-employment drug testing.

GVB is an Equal Opportunity Employer and a Drug Free Workplace