

CVB MANAGER

Job Code	Pay Grade
15062	P1

Nature of Work

This is a management position responsible for assisting with development and implementation of the Convention and Visitors Bureau (CVB) marketing program, sales program, education program, and advertising program. This position has responsibility for working closely with the contracted advertising agency for: strategic advertising planning; media placement; creative concepts; branding; cooperative programs; all development-to-publication, collateral materials, and provide industry employees with destination knowledge that affects Pinellas County visitors. This position works closely with the CVB management to ensure web-based creative advertising supports other creative advertising concepts and branding and that educational programs are established and maintained within the hospitality industry.

Minimum Qualification Requirements

- 8 years professional and specialized advertising agency experience, work in tourism, or in a marketing/advertising capacity with a convention and visitors bureau for the tourism and hospitality industry with experience implementing sales and marketing plans and programs for tourism that includes major sales and/or management programs plus team leader projects/assignments with major emphasis in large visitor and travel events, meetings, and conventions that also includes 2 years as a supervisor or manager; or
- Associate's degree with major coursework in advertising, marketing, business administration or a related field and 6 years experience as described above; or
- Bachelor's degree and 4 years experience as described above; or
- An equivalent combination of education, training, and/or experience.

Appointing Authority May Also Require

- Florida Driver's License or Florida Commercial Driver's License and endorsement, if any.
- Assignment to work a variety of work schedules including compulsory work periods in special, emergency, and/or disaster situations.
- Preference to be given to candidates with both CVB and full-service agency qualifications.
- Other highly desirable knowledge, skills, abilities, and credentials relevant to a position.

Illustrative Tasks (These are examples and are not all inclusive.)

- Coordinates planning efforts with contracted advertising agency.
- Directs and assists agency with development of media scheduling and placements, and collateral material development and production, to include Visitors Guide, Rack Brochures, Meeting Planners Resource Directory, and Superior Small Lodging Directory.
- Plans, evaluates, and coordinates education training programs for the hospitality industry and local community events.
- Monitors and approves budget expenditures for advertising production and media exposure.
- Liaison with various CVB contacts on any special projects.
- Develops and nurtures working relationships and programs with local, regional, national and international partners; manages cooperative advertising programs and partnerships; manages educational and training programs and partnerships.
- Researches advertising and hospitality needs continually.
- Coordinates efforts with CVB technology marketing personnel, on internet advertising issues and opportunities.
- Promotes national and international opportunities with Visit Florida, major attractions, retail outlets, hospitality industry, and the media.
- Performs related work as required or assigned.

CVB MANAGER (continued)

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Knowledge, Skills, and Abilities

- Knowledge of principles and practices of hospitality and travel industries; organization and regional marketing needs.
- Knowledge of communications, marketing and advertising practices, and skill in media purchasing, rating and pricing media, and contract negotiations.
- Knowledge of research methods and appropriate means for gathering and reporting information regarding trends impacting development and refinement of marketing and public relations programs.
- Knowledge of and skill to successfully develop and implement promotions and partnerships; ability to manage cooperative advertising and promotional partnerships.
- Skill in public speaking and ability to communicate complex ideas and plans effectively to various audiences.
- Ability to apply computer applications and software.
- Ability to work with advertising representatives to conduct meaningful analysis of actual ads in relationship to size, drawing power and competition.
- Ability to administer budgets.
- Ability to communicate effectively, both orally and in writing.
- Ability to plan, direct, supervise, and evaluate the work of professional, administrative and support staff; establish and maintain effective working relationships with outside contract agencies, printers, and research firms, superiors, fellow employees, and others.
- Ability to operate a personal computer and other automated systems to enter and retrieve information, monitor work performed, and to communicate information in reports, etc.

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Revised	EEOC Code	Overtime Code
10/09	Officials & Managers	Exempt