



Job Description

Marketing Manager (MM)

Department: 411-Leisure Services

EEO Class: Professional

Date written: 9/23/16

FLSA Status: Exempt

Date Approved:

Position Overview

The Marketing Manager is responsible for developing and implementing a marketing strategy for business development for the Sportsplex/special events for the City of Gulfport. The Marketing Manager identifies opportunities and promotes the City of Gulfport to key-decision makers in the hotel/motel, restaurant, recreation and other business industries. Responsible for improving market segments for existing services and to develop local interest and support. Responsible for developing promotional contacts locally, statewide, regionally and nationally. The Marketing Manager will work with department heads to develop collateral materials to support the marketing of our City, especially in the area of Sportsplex and special events.

Essential Job Functions

Essential duties and functions, pursuant to the Americans with Disabilities Act, May include the following as well as their related duties that may be assigned.

- Create and implement a marketing plan for sportsplex/special events that will bring sponsorship opportunities to the City of Gulfport
- Collaborate with Sportsplex Manager and Special Events Coordinator to determine specific needs for events.
- Determine best resources for marketing Gulfport for tournament promoters/spectators and players to generate revenue for the City of Gulfport.
- Work with Department Director to recommend advertising opportunities.
- Develop a good working relationship with hotel/motel association(s) as an avenue for revenue generation opportunities for tournament promoters for sports or special events, and the City of Gulfport.
- Collaborate with restaurant association on avenues for revenue generation opportunities for tournament promoters for sports or special events and the City of Gulfport.
- Work with Main Street Director and Board to determine avenues for revenue generation opportunities for tournament promoters for sports or special events and the City of Gulfport.

- Work with promoters to ensure event participants understand all Gulfport has to offer.
- with department team members to learn event operations and management to better understand the support that is needed.
- Analyze marketing research information from a multitude of sources including web analytics, internal City of Gulfport personnel, business and other sports marketing organizations. Utilize data to assess market trends for products and services.

Knowledge, Skills and Abilities

Must possess required knowledge, skills, abilities and experience and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

- Experience in sales product planning
- Must have exceptional copywriting skills, formal presentation skills and communication skills.
- Develop and maintain good relationships with tourism industry and tourism related industry and businesses that benefits the City of Gulfport.
- Ability to research, collate and present information effectively, in both verbal and written forms and identify competitive opportunities.
- Demonstrate an understanding of the principles, terms, techniques, trends, and procedures and practices including laws and regulations associated in the field of marketing.
- Ability to develop strategies for positioning the City of Gulfport and its products/services through viral marketing, leveraging social networks and other web tools.
- Ability to create and develop a brand to market the amenities available in the sporting arena.
- Ability to multi-task and perform with evolving priorities while meeting deadlines.
- Ability to establish and maintain effective work relationships with supervisor, co-workers, employees, City officials and the public.
- Advance knowledge of Microsoft Office and Adobe Creative Suite software packages, including expertise on social media platforms.

Education and Experience

Bachelor's degree in a marketing or sale discipline or equivalent; with a minimum of five (5) years progressively responsible professional

experience in the area of marketing or business development.

Required Licenses or Certificates

Must possess valid State of Mississippi driver's license. Possession or ability to obtain an appropriate CPR certification.

Physical Demands and Working Conditions

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical requirements include lifting/carrying of 10+ pounds. The primary job is working in an office environment although there would be outdoor required in conjunction with event operations that may require time outdoors.