

Houstonfirst

Job Posting

Position:	Partnership Marketing Manager
FLSA:	Exempt
Department:	Enterprise Development
Reports to:	Director of Partnership Marketing
Reporting Location:	Partnership Tower
Workdays & Hours:	Monday through Friday, 8:00 a.m. - 5:00 p.m.

SUMMARY:

Houston First Corporation's Partnership and Event Development business unit is looking for a Marketing Manager to help promote HFC partnership events. Houston First markets Houston as a destination for leisure travel and conventions while the Partnership and Event Development business unit leads corporate partnerships, revenue generation and manages a portfolio of annual events, including both consumer and B2B events and conferences.

The Marketing Manager position will report directly to the Director of Partnership Marketing and will be required to work with both internal and external resources, influencers and decision makers. A positive and supportive attitude is required. The ideal candidate is knowledgeable of marketing strategies, understanding of different audiences, organized, dependable, and flexible. The pace and required strategies varies throughout the lifecycle of an event, requiring the candidate to adjust accordingly. The Marketing Manager must be a self-starter able to work independently, as well as a positive contributor to a team environment, providing and receiving input.

DESCRIPTION OF DUTIES/ESSENTIAL FUNCTIONS: (individual duties, assignments and responsibilities required of the position)

- Market and Audience Research – Discover and understand the event audience through research and surveys, so that effective marketing and operational strategies can be developed and deployed, driving annual attendance.
- Lead generation – Effectively develop, implement, monitor, and report on lead generation strategies that support audience building.
- Project Coordination and Collaboration – Successfully establish and monitor timelines as well as identify and support resources necessary to complete tasks. Communicate key points to help inspire and drive creative development and delivery with internal and external resources including artwork, copy, photography, printing, promotional materials, etc.
- Content and Presentation Development – Work with subject matter experts, influencers, and stakeholders to deliver content for use on websites, social media, blogs, newsletters, testimonials, presentations, and more for consumers as well as sponsors. This may require researching and preparing original copy, or editing and proofing provided content.

SUPERVISORY RESPONSIBILITIES: (personnel supervision, budgets, performance, etc.)

- Budget development and expense management;

EDUCATION AND/OR EXPERIENCE: (special training, certifications, college degree, etc.)

- Bachelor's Degree or equivalent
- 3+ years in marketing and/or content development
- Existing understanding of Microsoft Office applications, Adobe software a plus

KNOWLEDGE, SKILLS AND ABILITIES: (technical, communication, interpersonal, etc.)

- Adept at learning new technologies quickly, this could include CRM, CMS, Marketing Automation, or other business tools
- Excellent writing, editing, and proofreading abilities that guide, inform, and influence audiences in a variety of channels including websites, blogs, social media, and presentations
- An understanding of modern marketing techniques and best practices, branding and design principles, as well as promotional and advertising activities
- Deadline driven and goal oriented, excellent at owning and prioritizing tasks, understanding the time necessary to deliver before committing, and working with required resources effectively so that objectives are met
- Great attention to detail in all activities with a constant desire to deliver quality work
- Strong interpersonal, positive, and proactive communication skills

MISCELLANEOUS:

- Must pass a pre-employment drug test

WORK ENVIRONMENT: (overtime, travel, physical demands, and conditions)

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- No major sources of discomfort; essentially normal office environment with acceptable lighting, temperature and air conditions
- Ability to travel occasionally to industry related events and training/continuing education.

ANNUAL SALARY: Commensurate with experience

POSTING DATE: November 16, 2017

CLOSING DATE: Until filled

APPLICATION PROCEDURE:

- 1) Fill out a "CCSI Application" and attach a current resume
- 2) Submit both, application and resume, to Human Resources at hfjobapplications@houstonfirst.com

The individual selected for the position described above will be employed by Convention and Cultural Services, Inc., and in accordance with an existing Services Agreement, will perform services for Houston First Corporation.

An equal opportunity employer.