



Job Title: Marketing & Events Manager  
Starting Pay: DOQ  
Department: Convention & Visitors Bureau

07/14/2017

### **JOB SUMMARY:**

The Marketing & Events Manager will develop and implement long- and short-term marketing and sales programs to attract and increase utilization of all Harlingen hotels, attractions, restaurants, festivals/events, shopping and meeting/banquet facilities. Exercise considerable, independent judgment and initiative in defining the activities and policies of the marketing program. Work closely with media to promote events and tourism activities. Maintain online registrations for events as well as service as marketing liaison with event organizers. Collects information on hotels, attractions and events and updates the CVB website. Monitors the activity on the website and produces monthly reports. Maintain relationship with tourism associations and state tourism office. The Marketing & Events Manager also serves as the Convention Center liaison to actively market and seek parties interested in the Convention Center and works closely with the Executive Secretary to plan, organize and seek sponsorships for CVB. Duties are performed under the general supervision of the Convention & Visitors Bureau Director.

### **QUALIFICATIONS:**

- Knowledge of principles and techniques of public relations, marketing and sales.
- Knowledge of Adobe Suite, Photoshop, Illustrator, In Design, etc.
- Knowledge of publications, advertising agencies, and other media outlets to negotiate media buys and ad placements.
- Ability to work cooperatively with other City employees and representatives from the retail, attraction and hotel community.
- Must be available to work evenings and weekends.
- Ability to communicate in English and Spanish
- Valid Texas Drivers License.
- Bachelor's degree from a four-year college or university and five years of sales/marketing experience in hotel or bureau marketing or an equivalent combination of education and experience.

### **PHYSICAL REQUIREMENTS:**

The employee is regularly required to sit and use hands and fingers. The employee is occasionally required to lift and/or move up to 40 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus.

**Applicant must successfully pass a pre-employment Drug and Alcohol screening and Background check prior to employment by the City of Harlingen.**

### **BENEFITS:**

The City offers excellent benefits including paid holidays, vacation, sick leave, health and life insurance, a retirement system and optional deferred compensation programs.

**HOW TO APPLY:** Applications are available at City of Harlingen City Hall, 118 E. Tyler, Harlingen, Texas 78550, City Website: [www.myharlingen.us](http://www.myharlingen.us)

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