



## Director of Marketing San Antonio, Texas

### Position Summary

The Director of Marketing position reports to the CEO of Hemisfair and is part of the Hemisfair leadership team. The ideal candidate is responsible for driving strategy and plans for Hemisfair, providing marketing vision, direction, and leadership. This individual will guide Hemisfair on all marketing matters while functioning as the day-to-day marketing team leader. The Marketing Director will develop and mentor staff while fostering a reputation for marketing excellence. Additionally, he/she will participate in new tenant and partner development, manage the marketing budget, and participate in operational decisions impacting the marketing of Hemisfair.

### Key Responsibilities

- Define and manage the Hemisfair brand, including developing and applying brand guidelines
- Develop an understanding of Hemisfair's objectives and translate this information into marketing and communications strategies
- Provide ongoing marketing and communications direction including media, social media, website, video and printed materials
- Develop an understanding of Hemisfair's products, tenants, and partners to provide marketing leadership and recommend strategies that increase impact as measured by visitorship, donors, community love and national recognition
- Collaborate and align both strategically and operationally with leaders of other areas of Hemisfair
- Drive ongoing marketing efforts through an exploration of innovative approaches and technologies to improve marketing and communications
- Engage consultants, vendors, and partner agencies as needed, and manage and nurture these relationships
- Produce marketing and promotional materials, and create content for website and search engine optimization
- Monitor and manage social media, conduct customer and market research, and utilize tracking metrics to demonstrate ROI
- Serve as a media liaison
- Develop and maintain an effective marketing communications department structure
- Manage the marketing communications team by providing direction, guidance, and motivation
- Plan and implement the marketing communications budget

### **Qualifications and Characteristics**

- Extensive marketing background, a solid understanding of the goals, and a vision for how the marketing communication department will reach goals and achieve business growth
- Ability to drive tactical planning and execution of marketing plans and campaigns
- Experience working both B2B and B2C environments, with exposure to public parks, real estate development projects and/or mix-use developments a plus
- Leadership skills with strong consensus-building abilities
- Excellent presentation and communication skills (written and verbal) and solid organizational skills
- Proven strategic and big picture leader with the ability to inspire innovative thinking and strong marketing communications solutions
- Ability to develop marketing plans, write and present reports and presentations, and respond to questions from management
- Ability to develop solutions to marketing challenges and deal with many variables
- Working knowledge of Content Management Systems (CMS), WordPress preferred
- Working knowledge of Google analytics and Google AdWords is preferred
- Proficiency in Microsoft Office (Word, Excel, and PowerPoint)

### **Requirements**

- Bachelor's or master's degree in marketing, communication, business, or related field
- At least seven years of experience in a marketing role with a similar nonprofit entity, advertising agency, or on the client side
- Understanding of Public Sector related marketing
- Experience in marketing real estate projects or mixed-use developments is a plus

### **Benefits/Compensation**

- A competitive salary commensurate with experience and qualifications
- A comprehensive benefits package
- An excellent working environment with enthusiastic colleagues in a downtown historic building

Position will remain open until filled. Initial deadline is February 6, 2019. Please send resumes to [info@hemisfair.org](mailto:info@hemisfair.org).

