

Marketing Promotions Manager – City of Tombstone

Skills and Qualifications

B.A. or B.S. in Business administration, marketing, communications or related field. Equivalent experience may be considered.

Three or more years successful experience in corporate marketing, entertainment marketing and/or marketing agency environment

Strong skills in budgeting, leadership, organization, motivation, team building, communication, listening, analysis and accountability

Must be professional, possess effective communication skills, energetic, self motivated, able to motivate others and have a positive attitude

Essential Duties and Responsibilities

Develop and execute innovative promotional programs in both core and outer markets that increase market and brand awareness. Insure strategies are tactically executed in a creative and timely manner and within expense guidelines

Assist in annual budget preparation, management and forecasting. Prepare budgets and submit estimates for program costs as part of campaign plan development.

Develop and maintain relationships with key newspaper, television, radio and cable companies, local regional and state tourism associations and councils to maximize promotional opportunities that will ensure meeting promotional goals

Develop a strong presence on key social media outlets.

Prepare and negotiate advertising and sales contracts

Monitor and analyze promotion results to determine cost effectiveness of promotion campaigns

Stay informed on trends, innovations, and changes that effect media planning

Confer with Chamber of Commerce and City liaisons for marketing and technical advice and to ensure that promotional goals are met

Direct, motivate, and monitor volunteer contributors to the promotion effort

Create and submit required reports when due

All other duties as deemed necessary by the City Clerk/Manager

**Send Resumes to: City of Tombstone
PO Box 339
Tombstone, AZ 85638**

OR cityhall.tombstone@gmail.com

Starting wage rate is \$15.00 per hour. The City of Tombstone is a Drug Free environment and an Equal Opportunity Employer.