

Bloomington Minnesota Travel & Tourism Job Description

Position:	Marketing Communications Manager
Direct Report:	Director of Digital Marketing
Department Report:	Vice President of Marketing
Status:	Non-Exempt Full -time
Date:	February 2025

Bloomington Minnesota Travel & Tourism (BMTT) is the official destination marketing organization for the City of Bloomington and markets Bloomington, Mall of America and attractions to visitors around the world. Bloomington is located adjacent to Minneapolis, Saint Paul, and MSP International Airport, is home of Mall of America, and is a premier entertainment and shopping destination for leisure travelers, meetings and conventions.

The Marketing Communications Manager is responsible for conveying BMTT's internal and external brand messaging and organizational messaging. This person is responsible for creating and implementing content plans to increase destination awareness and advocacy to both leisure and group visitors.

DESIRED SKILLS & QUALIFICATIONS

- Excellent verbal and written communication skills
- Proofreading and attention to detail very important
- Proficient in Microsoft Office (Word, Excel, Outlook, PowerPoint)
- Knowledge of Adobe Creative Suite (especially Photoshop) a plus
- Basic knowledge of a Website Content Management System
- Experience working with an eCRM platform
- BA degree in Marketing, Communications, Journalism or similar

RESPONSIBILITIES

eCRM Strategy, Creation, and Implementation

- Create and execute digital communications for BMTT, including but not limited to: BMTT's monthly leisure eNewsletter, seasonal dedicated promotional communications, and group sales campaign emails. Key elements include sourcing and creating dynamic content. Effectively follow-up with advertising partners to gather appropriate native and paid content.
- Manage the implementation of our eCRM strategy to optimize segmentation opportunities enabled by subscriber persona development and create personalized campaigns to build profile information about our subscribers.

- Create a marketing automation communication plan in order to build awareness of our destination and to engage potential group planners and third-party partners.

Content Development and Implementation

- Manage content calendar, identifying key messaging periods and unique destination and event content in order to develop additional content for the website and visitor guide to engage visitors and community members.
- Co-manage campaign development with digital marketing agency.
- Facilitate photo and video shoots and monitor assets' usage rights.
- Plan, develop and implement themed article and itinerary landing pages as well as events on the website utilizing the Content Management System.
- Utilize AI analytics to generate content ideas.
- Project manage BMTT's print content needs for the annual Mall of America and Bloomington Visitor Guide along with special projects like the annual report and group brochures

Public Relations

- Write press releases as needed to communicate to partners and media outlets about special and high visibility events, new product offerings and destination development projects.
- Utilize a media monitoring and media database tool to distribute press releases and track earned media.
- Identify, vet, and communicate with potential content creators that match our target audiences.

Group Sales Marketing Toolkit Creation and Maintenance

- Create highly impactful digital and print content and assets to engage meeting, tour and group planners.
- Manage brand standards for sales representatives by professionally maintaining sales decks utilizing PowerPoint and approved brand templates.
- Develop and update content on third-party content platforms.

Other Responsibilities

- Assist in special events: Diamond Service Awards, Holiday Open House, seasonal promotions and others as needed
- Assist in overall graphic filing system on continual basis including photo library, file sharing site and brand standards

OTHER

Complete a minimum of forty hours of continuing education on appropriate topics each year as directed and approved by the VP of Marketing. Represent the Bureau through membership participation in approved industry related organizations i.e., MIMA, AMA, EMT, etc.