Welcome to the Beaches of Fort Myers & Sanibel! The natural beauty and island atmosphere of The Beaches of Fort Myers & Sanibel is worth sharing.

**Explore the beaches of Fort Myers & Sanibel.**
Come discover hundreds of naturally preserved islands, untamed beaches and our warm Gulf waters where it’s easy to find a piece of Florida to make your own.

**Make yourself at home.**
From rustic cottages to beach resorts, our accommodations connect you with the naturally preserved beaches and islands they’re inspired by and built on. The choices of where to call home while you’re here are endless.

**Do tomorrow what you can’t fit in today.**
You’ll notice a change of pace when you arrive. For some that means slowing down. For others, it means soft, white sand beaches, family attractions and outdoor activities that help take full advantage of every minute of daylight and then some.

**Eat and drink in the atmosphere.**
Our relaxed atmosphere is the secret ingredient to any great meal or celebration. From waterfront seafood joints and cool local bars to formal white tablecloth restaurants, you and your appetite are always welcome.

**Experience our natural flair for meetings.**
Getting here is easy thanks to Southwest Florida International Airport (RSW). Holding a successful meeting or event is even easier thanks to our belief that people tend to connect better when connected to nature.

**We’re here to help.**
The best travel professionals always have the latest information and best deals for their clients. Not coincidentally, the best destinations make it easy for travel professionals to do their job. From itineraries to press kits and special promotions, it all begins here.

Discover Florida’s Island Sanctuary, The Beaches of Fort Myers & Sanibel with this new [guidebook](#).
ABOUT LEE COUNTY VISITOR & CONVENTION BUREAU

The Lee County Visitor & Convention Bureau is devoted to maintaining and building year-round tourism in Lee County. To achieve this goal, the VCB works closely with the local industry to increase domestic and international visitation through integrated programs targeting key markets. Local tourism businesses are encouraged to actively participate in all of the programs and grass roots outreach efforts, such as marketing meetings, media initiatives and trade/consumer shows.

The Lee County VCB is consistently recognized for its effective marketing efforts. Most recently, the Hospitality & Sales Marketing Association (HSMAI) awarded the VCB with four coveted Adrian Awards. In 2013 the VCB earned a platinum award in public relations, a gold award for social media, a gold for digital marketing and a silver award for advertising. It was the fourth Platinum award the Lee County VCB has earned from HSMAI.

The Tourist Development Council (TDC) is a nine-member Council appointed as an advisory committee to the Lee County Board of County Commissioners (BOCC). TDC members oversee the tourist development tax fund, provide direction on programs and budget and review the expenditures of the VCB. As the lead marketing and promotional agency for visitation to Lee County and its 10 geographic regions, the VCB brands the area as The Beaches of Fort Myers & Sanibel and is funded by the 5 percent tourist tax on short-term accommodations, commonly known as the bed tax.

The VCB employs: 26 full-time and three part-time staffers along with mentorship and management of more than 100 volunteers. In addition, the VCB has representation in the Northeast, Midwest, Canada, United Kingdom, and Germany. Domestic and international efforts are supplemented by contracted representatives. The organization consists of five main departments: Administration, Sales, Marketing and Communications, and Visitor Services; all with a common mission: “To be the best Destination Marketing Organization (DMO) in the United States.” To achieve this goal, the VCB staff focuses on programs that are results-oriented, creative, and reflective of superior customer service and built on partnerships. Our culture embodies unity, shared vision, empowerment, teamwork, passion, appreciation, a positive work environment, results-oriented performance and drive.

Click here to read more about the VCB programs.

VISION STATEMENT

To enhance our position as the premier tourism marketing organization by working with our partners to promote one of the world’s best tourism destinations.

MISSION STATEMENT

The Lee County Visitor & Convention Bureau (VCB) serves the broader interests of the economy of Lee County by acting as an industry leader to market the entire area globally, facilitate travel to the area, and preserve and protect the area’s unique attributes for the continual benefit of its residents and the travel and tourism industry.
STRATEGIC PLAN

Click here to view the Lee County Visitor & Convention Bureau’s 2013-2016 Strategic Plan.

ABOUT THE TOURIST DEVELOPMENT COUNCIL (TDC)

In 1982 Lee County citizens voted by referendum to form a tourism organization that would promote Lee County’s off-season vacation assets in the United States and abroad. A two-percent tax on short-term accommodations was approved to support the new Lee County Tourist Development Council (TDC) and its promotions. In 1988 an additional one percent tourist tax was levied to a total of three percent to support the Beach & Shoreline Capital Improvement Program.

The Tourist Development Council is a nine-member Council appointed as an advisory committee to the Lee County Board of County Commissioners (BOCC). TDC members oversee the entire tourist development tax fund, provide direction on programs and budget, and review the expenditures of the Lee County Visitor & Convention Bureau (VCB) quarterly.

The TDC appointed seats are comprised of three elected officials, three representatives from accommodations collecting the tourist tax, and three representatives from tourism-related industries, as directed by Florida Statutes 125.0104.

Each year the TDC approves funding for the maintenance of Lee County beaches, for beach renourishment projects, and for beach and shoreline capital projects such as piers, boardwalks, parks and re-vegetation. In 2005 the BOCC approved an additional two percent tourist tax to a total of five percent in order to compete in an ever-changing world and an increasingly competitive travel market.

Visit here for a listing of the Lee County area Chambers of Commerce.

POSITION SUMMARY

This is a highly responsible professional position involving the administration of the marketing program for the Visitor and Convention Bureau (VCB). Reporting to the Executive Director of the organization, the Marketing Director is a member of the executive management team and provides leadership and strategic direction for the overall brand positioning, messaging, and marketing resources. The Marketing Director is responsible for the development of The Beaches of Fort Myers & Sanibel promotional efforts and maximizing integration for optimal results.

Key objectives will include growing tourism, leisure travel, and meetings to the destination, focusing on need periods for hotel demand and visitation. Responsible for protecting and enhancing the brand, effectively managing partnerships and increasing market penetration while directing a talented team of both in-house and contracted marketing professionals. Incumbent develops and implements integrated marketing and communications strategies with the aim of growing the bed tax and enhancing brand and public awareness.

The Marketing Director will be charged with developing a new social media, digital and content strategy. Focus will be on cutting-edge technology and innovative strategy to actively engage, inspire, and create urgency to visit Lee County.
ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develops innovative digital marketing and content, publishing, creative editorial, advertising and promotions.
- Utilizes emerging trends, technology, crafting effective digital strategies and designing an engaging user experience online and within social media platforms.
- Develops and implements marketing programs, strategies and systems to support global marketing efforts.
- Creates innovative strategies, partnerships and programs beyond existing models.
- Builds strong productive relationships both internally and externally.
- Works with Executive Director and leadership team to provide organizational excellence to the Visitor & Convention Bureau and optimize team culture.
- Develops creative ideas and concepts for new VCB collateral and provides direction to the advertising agency.
- Tracks trends, sets department goal measurements, media impressions, web targets and social media strategy.
- Develops and strengthens a unique and compelling voice to build brand awareness among target audiences.
- Develops and implements brand positioning across all channels and ads in state, nationally, and internationally.
- Leads the creation/production of inspiring design, content, and campaigns to elevate the brand and drive visitation and bed tax.
- Unites stakeholders, industry partners and community leaders around the brand; works with Visit Florida and Brand USA on appropriate cooperative marketing programs.
- Develops and implements the VCB’s annual marketing plan and content.
- Develops and directs all website and mobile site development and enhancement.
- Reviews and edits all advertising designs and layouts prior to final printing.
- Reviews all advertising projects budgets and cost estimates.
- Tracks budget and ensures effective use of resources.
- Manages external vendors to complete projects within set deadlines and budgets.
- Organizes, administrates, and communicates the marketing initiatives of the various departments and key vendors to all other departments to ensure a unified and effective promotional effort.
- Maintains accurate project records, statistics, and data on ROI of marketing programs and provides appropriate information for weekly and monthly reports.
- Maintains national, regional, state and local profile in travel industry through associations, committees and marketing cooperatives; travels and participates in industry networking and educational activities.
- Supervises staff and issues evaluations and disciplinary actions; recommends the hiring or promotion of staff.

KNOWLEDGE, SKILLS AND ABILITIES

- Comprehensive experience and demonstrated success in dynamic team leadership.
- Proven ability to formulate and execute results utilizing strong analytical, critical decision-making and strategic planning skills.
- Proven ability to lead, engage and collaborate with individuals across various disciplines, cultures and backgrounds to achieve shared goals, in a team environment.
- Demonstrated ability in staff motivation, supervision, coaching, and team building.
The Bridge Between Professionals

SearchWide Position Overview

www.searchwide.com

- Ability to analyze and solve complex marketing and management problems.
- Ability to respond effectively to a dynamic marketplace and rapidly changing priorities and/or responsibilities.
- Ability to think and manage creatively in a fast-paced work environment.
- Considerable knowledge of marketing, advertising, and promotion techniques.
- Excellent verbal, written, and communication skills, with particular emphasis on effective presentation and negotiation skills.
- Ability to analyze and solve complex marketing and management problems.
- Ability to respond effectively to a dynamic marketplace and rapidly changing priorities and/or responsibilities.
- Ability to think and manage creatively in a fast-paced work environment.
- Ability to understand changing market dynamics, translating them into actionable strategies to achieve organization objectives.
- Knowledge and experience with emerging communication technologies and proven marketing experience.
- May require the ability to work long days including frequent evenings, holidays and weekends.
- Requires domestic and international travel.
- Highest ethical standards.
- Sound budget management experience.
- Proficient in computer software, word processing, spreadsheets, etc.

EDUCATION, EXPERIENCE, LICENSING

This position requires any combination of education and experience equivalent to graduation from an accredited four-year college or university with a Bachelor’s degree in Marketing, Business Management, Communications or related field and four years of work experience in hospitality or tourism, marketing, advertising or related field; including two years of previous supervisory/managerial experience. Possession of a valid Florida class E driver’s license with an acceptable driving record is required.

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this classification. All positions are subject to a criminal background check. A conviction in and of itself may not necessarily preclude employment.

If you are interested in this position please respond via e-mail with cover letter, resume, and compensation information to Kellie Henderson, Vice President, SearchWide henderson@searchwide.com or call 703-912-7247.

For additional information on this and other opportunities with SearchWide, please visit www.searchwide.com.