



**Myrtle Beach Area Chamber of Commerce  
CHIEF MARKETING OFFICER**

Myrtle Beach, SC

MYRTLE BEACH AREA CHAMBER OF COMMERCE



**YOUR PARTNER IN GROWTH | Position Overview**

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## ABOUT THE MYRTLE BEACH AREA CHAMBER OF COMMERCE

[Myrtle Beach Area Chamber of Commerce](#) is a membership organization supported by more than 2,700 businesses and nonprofit organizations. The organizations, and the individuals representing them, join together for the purpose of promoting the civic and economic progress of our community. The area's economic success and quality of life is directly impacted by the work the chamber performs. Because of this, the Myrtle Beach Area Chamber of Commerce will have a major impact on the future of the Grand Strand.

Our mission is to promote, protect and improve business in the Myrtle Beach area. The chamber serves Myrtle Beach, North Myrtle Beach, Surfside Beach, Little River, Atlantic Beach, Garden City Beach, Loris, Conway, Aynor, Murrells Inlet, Litchfield Beach, Pawleys Island, Socastee and Carolina Forest.

**VISION** - We will be a world-class organization that thrives on continuous improvement, providing exceptional results through service, innovation, community leadership and collaboration.

**PURPOSE** - There are three primary functions performed by the chamber:

1. **Promote business:** The chamber serves as the primary destination marketing organization and promotes the tourism industry out-of-market. The chamber also provides numerous opportunities for local businesses to promote themselves to visitors, residents, and other businesses.
2. **Protect business:** The chamber seeks to influence legislation and regulation by local, state, and federal governments in a proactive manner, supporting legislation that benefits businesses and the communities they reside in and, where necessary, opposing legislation that unnecessarily inhibits businesses.
3. **Improve business:** The chamber offers a multitude of programs and services that assist businesses and/or individuals.

**MISSION STATEMENT** - The mission of the Myrtle Beach Area Chamber of Commerce is to provide community leadership in the promotion of economic development, including tourism. Accordingly, the chamber will effectively involve itself in the governmental and political arena and the coordinating of efforts to advance business development in order to improve the quality of life and to encourage unity in the region.

### MBACC COMMITTEES

Myrtle Beach Area Chamber of Commerce exists to promote, protect, and improve Grand Strand businesses. The chamber does so through the work of its board of directors and committees, as well as special task forces appointed as needed. Committees are made up of representatives of investor businesses and organizations who serve a one-year term. Click [here](#) for a list of the committees.



### ABOUT THE MYRTLE BEACH CONVENTION & VISITORS BUREAU

The Myrtle Beach Area Convention & Visitors Bureau is a 501(c) 6 non-profit organization that is the officially recognized marketing organization for the Myrtle Beach Area, known as the Grand Strand. Its mission is to market and promote the Myrtle Beach area as the premier beach destination in the United States for individuals, families, groups, and business travelers. The CVB represents the following cities and towns:

[Myrtle Beach](#)

[North Myrtle Beach](#)

[Surfside Beach](#)

[Murrells Inlet](#)

[Garden City Beach](#)

[Little River](#)

[Conway](#)

[Litchfield Beach](#)

[Loris](#)

[Aynor](#)

[Atlantic Beach](#)

[Pawleys Island](#)

Click [here](#) for more information.

## ATTRACTIONS AND THINGS TO DO

[Thousands of entertainment options](#) make the Myrtle Beach Area fun! There is lots to do and adventure waiting for you at one of the area's many entertaining attractions and amusements. A trip to the East Coast's only 200-foot SkyWheel is a must. A little friendly competition is always in order on one of over 50 mini-golf courses and over 90 golf courses, making Myrtle Beach the golf capitol of the world.



## HOTELS AND LODGING

When planning your trip to Myrtle Beach, there are plenty of choices when it comes to selecting accommodations for your stay. Choose from [Hotels/Motels](#), [Vacation Rentals](#), [RV/Campgrounds](#), [Resorts](#) and [Beach Houses](#).



## RESTAURANTS AND DINING

Enjoy delicious cuisine from a variety of Myrtle Beach restaurants. The Myrtle Beach Area Convention and Visitors Bureau offers you a list of the area's most incredible eateries, from mouthwatering [seafood](#) and [steaks](#) to [family-friendly](#) and [pizza](#). After an afternoon at the beach, enjoy a light lunch at a local restaurant, where your family can relax while taking in the [ocean's natural splendor](#). In the evening, sophisticated palettes will take pleasure in the [gourmet dining](#) available, while casual diners can enjoy [steakhouses](#) and [buffets](#). All told, the Grand Strand boasts over 1,700 restaurants!



## GROUPS AND TOURS

The Myrtle Beach Area of South Carolina is known for our wide sandy beaches and even [wider variety of options to keep groups entertained](#). Create the perfect tour that offers something for everyone. Take advantage of more than 90 championship golf courses, seven live entertainment theaters, thrilling amusement parks, a beautiful sculpture garden and an assortment of other activities. Pick your style of shopping at one of three area malls, two factory outlet centers, a multitude of fabulous boutiques at Broadway at the Beach and Barefoot Landing, and our urban village, Market Common.



## MEETINGS AND CONVENTIONS

With over 20 million visitors to the Myrtle Beach area annually, it seems everyone knows about the area's spectacular beaches, challenging golf courses and fresh local seafood, Meeting & Group Planners are quickly learning these features, making it a popular destination for meetings, conventions, reunions, motor coach, and sports groups.

From charming waterfront resorts along the Intercoastal Waterway to oceanfront convention hotels along the Atlantic Ocean, the Myrtle Beach area offers varied meeting facilities for groups as large as 5000 people. Below is a quick reference to hotels and facilities offering meeting and function space. [Click here for meeting accommodations](#).

For more information visit the following websites: [Myrtle Beach Area Chamber of Commerce](#), [Visit Myrtle Beach - Visitor Information](#), or [Myrtle Beach Area Relocation Information](#).

## **POSITION SUMMARY**

**Position Title:** Chief Marketing Officer

**Reports to:** President & CEO

Lead the strategy development, planning, coordination, and implementation of all activities of the Marketing Division to build overnight attendance and grow the economic impact of the tourism industry in the Grand Strand. Balance the needs of consumers and stakeholders and lead the development of the Marketing plan.

Many goals and objectives exist which serve to define the essential functions listed below and the ongoing objectives for the CMO. Two primary organizational objectives account for the key measurements of success for this position as related to the functions listed below:

1. Grow visitation demand for the destination year over year, with emphasis on new visitors to the destination in key target audience segments.
2. Deliver a 200:1 or better return on investment (ROI) from the marketing plan investments each year.

## **ESSENTIAL FUNCTIONS**

- Lead the marketing plan development in collaboration with marketing staff, industry stakeholders, local governments, SCPRT and marketing partners. Ensure stakeholder involvement is optimized.
- Leverage market research and data analytics to make recommendations and to measure success as well as oversee the data analytics agency to mine actionable insights.
- Oversee development, maintenance, and marketing of the destination's promotional website. Ensure website is a solid extension of the destination brand image. Monitor website for ease of use and overall usefulness for potential travelers. Provide ongoing insight and awareness of technology trends as they relate to destination websites and online marketing.
- Oversee strategy development, media plan development, ad purchases and website development/maintenance of Visit Myrtle Beach.
- Oversee the Tourism Investment Program (TIP) a collaborative marketing effort between the local tourism industry and the CVB.
- Supervise ongoing market research and relevant analysis for the Myrtle Beach area, as it relates to the local tourism economy and national tourism trends.
- Develop and present results-oriented advertising proposals to the Marketing Council, the Board of Directors and other groups for their review and consideration.
- Direct the development of the annual media plan and divisional budget that is within budget constraints, as determined by the various funding entities and overall financial status of the organization. Oversees combined efforts of staff and media agency, as well as any related third parties, as it relates to the development of the media buying strategy.
- Oversee the creative agency in the development of creative needed for all out-of-market promotion, including but not limited to photography, broadcast, film, and web graphics.
- Maximize funding through the management and marketing of value-added programs and services. Oversee affinity marketing agency in development and management of cooperative efforts involving aligned brands.
- Oversees the development, planning, production, shipping, and storage of printed fulfillment for out-of-market purposes, including but not limited to visitor guides and collateral.
- Collaborates with EVP of Group Sales in media planning for group marketing, as well as International Marketing and Sales efforts.
- Oversee the management of publicity and promotions as it relates to destination public relations. This includes PR strategy development, planning, budgeting, as well as overseeing the efforts of PR staff and PR agency.
- Ensure all public funds are used only in accordance with existing guidelines. Ensures all necessary reporting to all public agencies are submitted in full and on time on an ongoing basis.

- Oversee Market Research program for the CVB. Oversees the effort of research partners to ensure ongoing completion of department objectives.
- Represents the CVB on various state and national boards, including the South Carolina Association of Travel Regions (SCATR).
- Serve as staff liaison for various marketing committees, task forces, etc.

## **COMMUNICATIONS**

- Strong communication and interpersonal skills with leadership, employees, and visitors, including responses to electronic communications. Must work well with others.
- Supervise the activities of the marketing division staff to ensure efficient day-to-day operations and continuous improvement towards the organization’s overall marketing objectives.
- Ability to establish and maintain effective working relationships with departmental personnel, a volunteer board of directors and a wide variety of businesses and individuals within the local tourism industry. Ability to establish and maintain effective working relationships with various industry partners and purveyors.
- Ability to present clear and comprehensive oral and written reports.
- Ability to effectively supervise and evaluate the work of others responsible for defined objectives within the marketing division.

## **PERFORMANCE AND ACCOUNTABILITY REPORTING**

- Attendance and Dependability: The employee can be depended on to report to work at the scheduled time and is seldom absent from work. Employee can be depended upon to complete work in a timely, accurate, and thorough manner and is conscientious, about assignments.
- Relationships with Others: The employee works effectively and relates well with others, including superiors, colleagues, and individuals inside and outside the Chamber. The employee exhibits a professional manner in dealing with others and maintains constructive working relationships.
- Coordinates applications for grants from South Carolina Department of Parks, Recreation and Tourism (SCPRT), ensures compliance with SCPRT regulations and state laws/guidelines.
- Other duties as assigned by the President & CEO.

## **CRITICAL KNOWLEDGE, SKILLS, AND ABILITIES**

- Must possess a strong knowledge and understanding of Marketing, Advertising, Public Relations, Website Development, Data Analytics and Research.
- Must demonstrate a collaborative, team-oriented approach to managing the division and working with other members of the Chamber and CVB. Strong interpersonal skills are essential.
- Must have strong analytical and problem-solving skills. Must embrace and demonstrate a “Continuous Improvement” approach to problem solving and process enhancement.
- Must have superior verbal and written skills, as well as presentation skills. Good punctuation, spelling, grammar, and attention to detail is essential.
- Must possess the ability to manage multiple projects, while meeting established timelines and schedules in a fast-paced environment. Requires a highly organized and disciplined individual who will ensure timely follow up with senior staff, partners, and employees.
- Must possess extensive knowledge in media buying, negotiating media rates, ad placement, performance-tracking and analyzing measured success of campaigns. Prefer candidates with proven experience in measuring conversion rates as a component of overall marketing success.
- Must be experienced in utilizing PR as an essential component of the overall marketing plan, with demonstrated success in securing added coverage for the destination through national media sources.

## **EDUCATION AND EXPERIENCE**

- 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 is required. Master's degree and/or advanced certification in related fields is preferred.
- A minimum of twenty (20) years of work experience in tourism marketing, advertising, or public relations; including ten (10) years of previous supervisory/managerial experience is required.
- Experience working within an organization governed by a volunteer board is preferred.
- Minimum of ten (10) years' experience in a position with similar responsibilities, including management of public relations, marketing, or advertising. Experience managing a Destination Marketing Organization (DMO) advertising campaign is preferred. The ideal candidate is experienced in marketing a travel destination with proven success in growing overnight attendance using multiple marketing strategies.
- Experience in brand-based advertising that drives measurable goals and objectives. The ideal candidate has proven experience in launching a refreshed brand, plus marketing efforts that have increased overnight tourism activity through increased occupancy and increased average daily rates.
- Experience in developing and optimizing web-based marketing, including website performance. Prefer experience with travel-industry websites. The ideal candidate has proven experience in leading the development and maintenance of a destination website that effectively serves both new visitors and repeat visitors, while delivering measurable impact to industry stakeholders.
- Must be proficient in Microsoft Office, including but not limited to Outlook, Word, Excel, PowerPoint.

Normal working hours are 8:30 am to 5:00 pm Monday through Friday. Working hours may be adjusted depending on the needs of your department and/or the Chamber/CVB. This document in no way states or implies that these are the only duties to be performed by the employee occupying this position.

## **KEY CHARACTERISTICS**

- A superb communicator with a strong desire to share and educate stakeholders about the work being done in the Marketing Division.
- A team player that will work closely with the Sales division, Finance, Government Affairs, and the other divisions of the Chamber and CVB.
- A natural leader that leads by example and enjoys coaching and mentoring the Marketing team to do their very best work on behalf of the CVB.

## **TOP PRIORITIES**

1. Lead the CVB through the COVID-19 recovery period to become stronger and more effective on behalf of the hospitality industry.
2. Lead Visit Myrtle Beach through a comprehensive re-launch of the brand in concert with our agency partners.
3. Ensure that Diversity, Equity, and Inclusion is woven into the fabric of the organization and strategic plan.

**If interested in learning more about this great opportunity, please send your resume to the SearchWide Global Executive listed below.**



**Kellie Henderson**, Senior Vice President | SearchWide Global

[www.searchwideglobal.com](http://www.searchwideglobal.com) | [info@searchwideglobal.com](mailto:info@searchwideglobal.com)

703-912-7247 (direct) | 703-463-7042 (mobile)

## **About SearchWide Global**

SearchWide Global is a full service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.