EXPLORE LITTLE ROCK

Downtown
River Market District
Main Street Creative Corridor
South Main
Quapaw Quarter
East Village
Midtown
Heights

Hillcrest
Riverdale
West Little Rock
Airport District
Southwest District
North Little Rock
Central Arkansas

EXPERIENCE LITTLE ROCK

There is a wealth of things to do – and many of them are free – in Arkansas's capital city. World-class attractions, outdoor activities and unique neighborhoods make Little Rock an outstanding destination.

- **Museums, Arts & Culture** – From centuries of history chronicled in expert museums to dazzling galleries that will expand your horizons and spark your imagination, the list of sights to see in Little Rock is long.
- **Day Trips** – People from all across Arkansas and the South are making Little Rock their day trip destination.
- **Black Culture** – As Arkansas’s capital city, Little Rock is a dynamic and diverse place teeming with world-class dining, arts, hotels, shopping, and attractions.
- **Cycling** – Little Rock is a cycling city for every season with more than 1,200 miles of trails.
- **Family Fun** – You’ll find traditional favorites like the Little Rock Zoo, ice skating, mini-golf, bowling, outdoor parks, splash pads and playgrounds alongside more modern favorites like trampoline parks, escape rooms, gaming lounges, a seasonal water park and much more.
- **Outdoors** – Little Rock is the heart of the Natural State. Pinnacle Mountain State Park beckons with paddling, hiking, rock climbing, star gazing and fun outdoor programs. The Arkansas River Trail takes you over the Big Dam Bridge and connects more than 15 miles of trails.
- **Nightlife** – Little Rock's nightlife scene is vibrant. With concerts, live theatre, sports bars and more – you won't be disappointed when you choose Little Rock as your nightlife destination.
- **Shopping** – Whether you’re a bargain hunter, vintage visionary or boutique boss, you’re sure to find the best shopping in Arkansas’s capital city.
- **Ales, Wines & Spirits** – Locally Labeled is a great way to explore our homegrown craft breweries, wineries and distillery.
- **Free Things to Do** – Some of the best experiences in life are free and can be found right here in Little Rock.
- **Tours** – Amazing self-guided tours spanning art, politics, history and more, these tours will give you lots of reasons to be Big on Little Rock.
- **LGBTQ** – A dynamic and diverse city that welcomes its LGBTQ visitors and residents alike. Expand your perspective with the city’s arts scene or explore the city’s historic attractions and outdoor offerings.
LITTLE ROCK MEETINGS AND CONVENTIONS

Little Rock is also a great place to host your next meeting or event. We’re sure to wow you and your guests with our genuine Southern hospitality and great experiences. Known for its charming hospitality and rich history, Little Rock, Arkansas, has recently undergone a vibrant renewal and welcomes you and your attendees to explore Arkansas’s capital city as a breath of fresh air for your next event. Little Rock has a variety of affordable meeting venues and over 7,000 hotel rooms citywide, including over 2,000 guest rooms in the downtown convention district. If you’re big on happy attendees, you’re big on Little Rock!

STATE-OF-THE-ART FACILITIES

Statehouse Convention Center - Little Rock’s Statehouse Convention Center is home to more than 220,000 square feet of meeting and exhibit space featuring on-site audiovisual, security and telecommunications professionals and complimentary Wi-Fi throughout. The pre-function space of the 18,000-square foot ballroom offers majestic views of the Arkansas River. Adjacent to downtown’s River Market Entertainment District, the convention center is connected to the Little Rock Marriott with 418 guest rooms and an additional 40,000 square feet of meeting space, making your meetings convenient and accessible with everything under one roof.

Robinson Center - The historic 1939 Robinson Center serves as Little Rock’s premier performing arts facility and recently underwent a $70 million renovation. The facility includes a multipurpose performance hall featuring 2,222 seats and a contemporary 25,000-square foot conference center. The center’s four flexible meeting rooms also offer access to a 5,000-square foot outdoor terrace with beautiful views of the Arkansas River.

As a LEED Gold-certified venue, the building is also one of the few in the country to be both LEED certified and designated on the National Register of Historic Places list. Robinson Center is attached to the DoubleTree by Hilton Little Rock, with 288 guest rooms. Combined, the two properties provide close to 40,000 square feet of flexible meeting space.

Little Rock provides meeting planners with a wide variety of hotel sites for producing successful convention, meetings, exhibits and shows. Click here for a complete list of Little Rock hotels.

ABOUT THE LITTLE ROCK CONVENTION AND VISITORS BUREAU

The Little Rock Convention & Visitors Bureau (LRCVB) is the official destination marketing organization for the City of Little Rock, charged with marketing and selling the city as a meeting, sports and leisure travel destination. The LRCVB also manages Statehouse Convention Center, Robinson Center, River Market and multiple parking facilities. The LRCVB is primarily funded by a hotel, motel, and restaurant tax.

The budget is $20M which encompasses the DMO, Convention Center, Robinson Center, and River Market, with $8M allocated for the DMO.

The LRCVB team is a one-stop shop. From site selection to attendance building to on-site convention services. The team serves as a liaison to the city and will anticipate needs and exceed expectations so clients can focus on the attendees. Click here for the official Little Rock Convention & Visitors Bureau website.
POSITION OVERVIEW

Job Title: Director of Marketing
Reports to: Senior Vice President of Sales & Marketing

JOB OBJECTIVE: Develop, implement, and manage marketing strategies to position Little Rock as a premier leisure and meetings and events destination.

ESSENTIAL JOB FUNCTIONS

1. Develops, implements, and manages marketing strategies in an effort to position Little Rock as a premier leisure, meeting and event destination for the Little Rock Convention and Visitor’s Bureau (LRCVB).
2. Provides assistance to the Senior Vice President of Sales and Marketing in the development of marketing and advertising initiatives and strategies, research, and establishing goals and objectives.
3. Oversees the planning, development and implementation of website management and digital marketing strategies to include digital strategy, search engine optimization, search engine marketing, digital advertising, and retargeting efforts to create and maintain a significant presence to promote Little Rock as a leisure, meeting and event destination.
4. Manages and participates in the development of creative materials including but not limited to collateral, video, and other promotion/public information materials needed to promote and provide information regarding Little Rock as a leisure, meeting and event destination.
5. Reviews and edits creative content written by LRCVB staff and its related entities and community partners to ensure that all assigned projects are in compliance with LRCVB branding, marketing strategies and guidelines.
6. Conducts research, compiles information and develops LRCVB’s annual marketing plan; makes recommendations for revisions; implements plans upon review and approval.
7. Manages LRCVB paid media campaigns to include creative graphics, website and other marketing promotions; monitors results and makes recommendations to improve the effectiveness and efficiency of campaigns and promotions.
8. Conducts surveys, studies and other research to stay abreast of current industry standards, best practices and trends relative to marketing; identifies resource needs, compiles and analyzes information to makes recommendations to Senior Vice President of Sales and Marketing to improve the efficiency and effectiveness of the Marketing Division; implements upon approval.
9. Develops and implements integrated marketing strategy for the LRCVB utilizing emerging technology, trends and applications to ensure consistent application of market segments and increase overall awareness of Little Rock as a premier leisure, meeting and event destination.
10. Conducts research, identifies marketing opportunities and develops and implements short and long-term marketing objectives, strategies, and action plans; compiles data and tracks marketing outcomes to evaluate measurable key analytics, metrics, goals to support LRCVB’s mission and strategic plan.
11. Coordinates with third party event and show promoters and LRCVB Box Office personnel to market events and shows in an effort to meet promoter’s goals and objectives; makes recommendations of various marketing strategies.
12. Assigns, prioritizes, reviews the work activities, and monitors the performance of assigned personnel.
13. Receives, investigates, and resolves administrative and operational problems; recommends and implements course of action to improve the efficiency and effectiveness of Departmental operations.
14. Compiles information and prepares tentative departmental budget; submits to Senior Vice President of Sales and Marketing; monitors marketing related expenditures to ensure budgeted amounts are not exceeded and to ensure expenditures are in compliance with guidelines, policies, and procedures.
15. Compiles information and prepares various narrative and statistical reports relative to LRCVB marketing initiatives, metrics, goals, and other related activities.
16. Establishes and maintains hard copy and computer files and record-keeping systems of marketing related materials.
17. Interacts in a positive and responsive manner with the clients, attendees of events, seminar speakers, and the general public; interacts with other LRCVB employees and departments in a courteous, cooperative, and professional manner.

18. Operates a personal computer with database, graphics, desktop publishing, Internet, spreadsheet and word processing software in the performance of essential job functions.


SECONDARY DUTIES AND RESPONSIBILITIES: Performs other related duties as required.

SUPERVISORY RESPONSIBILITIES: Creative Services Manager and Graphic Designer

MINIMUM QUALIFICATIONS

- Marketing experience from another progressive destination marketing organization is required.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge of Correct English grammar, spelling and punctuation.
- Knowledge of standard office practices and procedures.
- The understanding of the principles and techniques of advertising, marketing, media, and industry trends.
- Knowledge of communication and publication techniques and practices.
- Knowledge and expertise in social media platforms and of all types of communication media, including uses and format requirements.
- Knowledge of adult training techniques and methods.
- Knowledge of the development and design of training programs to include various multi-media platforms.
- Knowledge of hard copy and computer filing and record-keeping systems.
- Knowledge of research methods and techniques.
- Knowledge of internet tools, research, social media tools, and other basics used in communications.
- Knowledge of budget processes.
- Knowledge in the development of communication plans.
- Knowledge of computer fundamentals and business software, including desktop publishing, graphics, spreadsheet, and word processing software.
- Skilled in the operation of a computer, utilizing database, desktop publishing, spreadsheet, and word processing software.
- Skilled in verbal and written communication.
- Ability to work in a constant state of alertness and in a safe manner.
- Ability to conduct research, analyze, and compile data.
- Ability to design and produce brochures, flyers, press releases, information pamphlets, media announcements, public presentation materials, and other promotional information materials.
- Ability to develop and conduct various training programs to diverse public audiences, various social and economic backgrounds, small and large groups of individuals, ethnicities, and knowledge-levels.
- Ability to prepare narrative and statistical reports.
- Ability to prepare comprehensive detailed reports regarding marketing activities.
- Ability to determine annual budget requirements and monitor budget expenditures for budgetary compliance.
- Ability to maintain hard copy and computer files and records.
- Ability to plan and direct the work activities and monitor the performance of assigned personnel.
- Ability to communicate effectively, both orally and in writing, with individuals and groups.
These knowledge, skills, and abilities are usually, although not always, acquired through the completion of a Bachelor’s degree in Advertising, Communications, Journalism, Marketing, Public Relations or a related area; four (4) years of years of professional-level experience in tourism marketing, destination marketing preferred; two (2) years of supervisory experience. Equivalent combinations of education and experience will be considered.

ADDITIONAL REQUIREMENTS

• Must possess a valid Arkansas Class D (Non-Commercial Vehicle) Driver’s License before employment and maintain licensure for the duration of employment in this position. Must show proof of valid automobile insurance before being approved to drive any LRCVB vehicle.
• Must be available to work nights, holidays, and weekends as required.
• Must be available to travel as required.
• Must obtain a personal credit card for fully reimbursable business expenses.
• This position may require one or more of the following pre-employment screenings: drug and alcohol screening, or background investigation.

KEY CHARACTERISTICS

• Creative
• Innovative
• Organized
• Adaptable
• Effective Communicator
• Strategic
• Critical Thinker
• Energetic

TOP PRIORITIES

1. Develop and plan the strategy of the marketing calendar with the Director of Communications and Sr. VP of Sales and Marketing.
2. Strategize on bringing additional marketing awareness around the leisure market.
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.

Rachel Tomlin, Executive Recruiter
www.searchwideglobal.com | info@searchwideglobal.com
860-480-1845 (direct)

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.