

# DIRECTOR OF MARKETING

Vacation Myrtle Beach | Myrtle Beach, SC







# Myrtle Beach

**We give our guests the most exciting, fun-filled, and enjoyable vacation experience ever!**

We are proud to tell everyone about our home, which has 60 miles of sandy beach and, oh, so much more. Beyond our famous boardwalk, The Beach has live music; theaters offering dinner and a show, from battles between medieval knights to murder mysteries to a Polynesian luau. We have, literally, thousands of restaurants serving a wide range of cuisines, plus amusement parks, a fabulous aquarium, more than 90 beautiful golf courses, fishing and a full spectrum of other watersports. Among our 14 unique communities we also have quiet towns that glow with coastal charm and are filled with South Carolina's Lowcountry history and culture. Myrtle Beach has everything you want. Come enjoy!

## ABOUT VACATION MYRTLE BEACH

Vacation Myrtle Beach is Myrtle Beach's largest all-oceanfront resort group comprised of the most exciting, fun-filled, and enjoyable places ever to experience a beach vacation! With nearly 3,000 accommodations ranging from hotel rooms and suites to one-, two-, three-, and four-bedroom condos, to beautiful beach houses, Vacation Myrtle Beach offers an option for families, friends, and other groups of all shapes and sizes. Vacation Myrtle Beach resorts feature the best amenities and are the premier place for FUN on the East Coast. With resort waterparks, dozens of pools, lazy rivers, hot tubs, and other water features, entertainment centers, a 20-lane bowling center, and all of the dining options you could ever want, you'll never have such a great time without leaving the resort! Look no further than Vacation Myrtle Beach to create lasting memories and the best vacation experience ever for your family and loved ones!

## THINGS TO DO

[Attractions](#)

[Dining](#)

[Golf Courses](#)

[Piers](#)

[Shopping](#)

[Shows](#)

[Sports Facilities](#)

[Water Sports](#)



**Myrtle Beach listed as the #1 fastest growing place in the United States.**

**— U.S. News and World Report**



## POSITION SUMMARY

Vacation Myrtle Beach, the leading resort group on the Grand Strand comprised of 14 oceanfront resorts, is seeking an experienced individual for the position of Director of Marketing. The ideal candidate is proactive, innovative, and passionate about what our company has to offer. This individual should have a thorough understanding on digital and traditional platforms and integrate marketing efforts across our various properties. The Director of Marketing will be in the field often to meet the various players in our region and uncover the pain points travelers encounter. Essential job tasks include developing marketing strategies and devising out-of-the-box strategies for reaching consumers while increasing company revenue while also growing product awareness. You must have extensive knowledge in marketing, sales, and promotion, coupled with a creative mindset and strong leadership skills.

## ESSENTIAL DUTIES & RESPONSIBILITIES

- Work closely with the COO, resort general managers, revenue team, and sales staff to create successful campaigns and communicate properly with the team.
- Inspire and lead our in-house marketing staff.
- Manage department goals and develop a marketing strategy in accordance with the overall company goals and vision.
- Prepare and manage a marketing plan customized per resort designed to attain room night and revenue goals.
- Help guide and promote the overall brand identity of Vacation Myrtle Beach.
- Be a vital force in the creation and distribution of all varieties of marketing materials.
- Plan, direct, and organize advertising and promotional campaigns/events.
- Collect and analyze customer data and market research data and apply to current projects.
- Identify potential markets and test them extensively.
- Provide updated status reports with relevant data concerning current marketing projects.
- Run campaigns across multiple social media platforms.
- Lead in design and oversight of ad layouts.
- Write content for marketing material.
- Oversee and prepare marketing budgets.
- Work with a wide variety of vendors to integrate into the overall marketing plan.
- Negotiate advertising contracts.

## QUALIFICATIONS

- Extensive experience in marketing, advertising, and brand management.
- Outstanding leadership attributes.
- Digital marketing/advertising expertise.
- Experience crafting spreadsheets and other data collection/presentation methods.
- Extensive knowledge of current and relevant markets.
- Stellar written and oral communication skills.





**Donna Thornton**

Executive Recruiter

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**If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Donna Thornton.**

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