

CHIEF MARKETING OFFICER

Visit St. Pete/Clearwater | Largo, FL





Visit St. Pete/Clearwater

— 35 miles of beach bliss —

Home to America's Best Beaches, a vibrant arts community, and amazing outdoor experiences, St. Pete/Clearwater is a sunny destination that travelers adore. In fact, we were named among the top 100 most-loved travel destinations in the world! And Forbes just named St. Pete among its "Best Places to Travel in the U.S." for 2023!

Visit St. Pete/Clearwater is a Florida Gulf Coast gem that represents a place where visitors can experience America's Best Beaches alongside a surprisingly diverse gathering of experiences. Composed of a collection of unique communities and neighborhoods that form their own distinct character, the destination offers a combination of urban upscale, low-key trendy, authentic, and beachy lifestyle experiences where visitors can find their vibe, no matter what it is.

Mission: VSPC is a department of Pinellas County Government and is the official tourism marketing and management organization for the St. Pete/Clearwater area. Visit St. Pete/Clearwater Destination Marketing Organization (DMO) is charged with enhancing the county's economy by increasing direct visitor expenditures and job development, training and retention in the tourism industry. The organization works domestically and internationally to develop and enhance sustainable tourism for the St. Pete/Clearwater area in both the leisure and meetings markets and targets consumers, travel media, the travel industry, meeting and conference planners, sports promoters and film producers with research-driven marketing programs touting beaches, sports, arts and culture and nature-based opportunities. St. Pete/Clearwater also leads a community-based team to market the benefits of tourism to local residents while working with varied interests to assist in the development of new attractions and the redevelopment of others.

Vision: To make St. Pete/Clearwater your destination of choice.

Our Traveler's Personal Values:

- Expecting the unexpected.
- Being fully present, completely in the moment.
- Indulging one's passion for water, sun, and sand.
- Amplifying or magnifying the range of emotions one feels.
- Seeking experiences that provoke a deep range of self-expression.
- Appreciating concentrated experiences that one doesn't normally experience side-by-side.

Things To Do

[Beaches](#) [Eat & Drink](#) [Entertainment](#) [Explore](#) [Plan](#)



POSITION SUMMARY

Visit St. Pete Clearwater (VSPC) is looking for a highly motivated and collaborative team player who thrives in fast-paced environments to serve as the Chief Marketing Officer (CMO) of Pinellas County's Destination Marketing Organization. Under the direction and supervision of the President and CEO, the person in this position will have the capability to drive awareness and demand for travel to the St. Pete/Clearwater area through all marketing channels.

The ideal candidate should have a strong understanding of both the creative and analytical side of traditional marketing channels (TV, radio, outdoor) and digital marketing channels, including but not limited to SEO/SEM, social and influencer marketing strategy, digital advertising, and overall growth marketing strategies in order to drive awareness, consideration, and conversion for the VSPC brand.

This position will lead a team of marketing professionals to select the most lucrative marketing channels and curate company content to tell a compelling brand story in addition to guiding VSPC's overall marketing strategy and cultivating its image to gain market share and inspire confidence. The CMO will analyze revenue sources and predict how advertising could help to generate the highest possible return on investment for the County. The difference between the level of this class and other CVB executive-level positions is due to the defined scope of work, complexity, fiscal responsibility, finality of action, and labor market. Work is performed under general supervision with considerable independent judgment and initiative exercised in carrying out the daily operations of VSPC's marketing section. The individual in this position acts on behalf of the President and CEO when assigned and in the President and CEO's absence.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Plans, develops, organizes, supervises, and reviews the work of a supervisory, professional, and clerical staff.
- Supervises management employees, including creating goals, objectives, and accountability, developing individual development plans, and conducting performance appraisals.
- Implements and enforces departmental rules and regulations.
- Oversee continued development and growth of overall branding strategy.
- Directs the development and negotiation of the contracts with service providers and develops performance and quality standards for same.
- Fosters the use of art, cultural events, nature-based activities, sports, and film to promote tourism.
- Manages outside agencies, including advertising, digital marketing, and public relations.
- Represents Pinellas County in matters relating to tourist development, as directed.
- Interfaces with the local hospitality industry and represents destinations at various local and national conventions and tourism events.
- Develops proposals to enhance tourism growth and open new markets for County tourism.
- Manages all creation and budgeting processes for external marketing communications including, but not limited to, television, radio, print, outdoor, social media promotion, digital advertising, and email activities.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Develops an annual plan of work for the marketing team, monitoring for results and reporting accomplishments to the Tourist Development Council (TDC), Board of County Commissioners (BCC), or other leadership.
- Seeks out and develops external funding sources.
- Represents VSPC through speaking engagements and presentations to the community, local organizations, and the media.
- Provides oversight and direction in response to inquiries from the BCC, TDC, the media, and the public to ensure consistency with County policies and goals.
- Monitors key performance metrics and makes real-time decisions based on findings.
- Owns development and optimization of all customer life-cycle communications.
- Develops social media strategies and manages social media channels (Instagram, Facebook, etc.) to increase followers, engagement, and new clients.
- Develops and implements marketing strategies that align with VSPC goals.
- Monitors competitor products, sales, and marketing activities.
- Oversees and evaluates market research/new industry opportunities and adjusts marketing strategy to meet changing market and competitive conditions.
- Performs other related job duties as assigned.

QUALIFICATIONS

- Ten years of professional experience that includes five years of responsible management or supervisory experience working for a Destination Marketing Organization or a Bachelor's degree in Marketing, Advertising, or Business Administration with a focus on marketing or a related field and six years of experience as described above; or a Master's degree in a related field and four years of experience as described above; or an equivalent combination of education, training, and/or experience.
- Must possess a Florida Driver's License.
- Assignment to work a variety of work schedules, including compulsory work periods in special, emergency, and/or disaster situations.
- Other knowledge, skills, abilities, and credentials required for a specific position.
- Experience working for a Destination Marketing Organization.
- Experience in marketing or advertising.
- Experience background in media planning and buying.

KNOWLEDGE, SKILLS AND ABILITIES

- Ability to represent the County at public speaking engagements.
- Ability to lead, inspire, plan, direct, supervise, and evaluate the work of professional, administrative and support staff.
- Ability to establish and maintain effective working relationships with outside contract agencies, vendors, research firms, coworkers, public officials, and the public.
- Ability to initiate and coordinate tourist development programs.
- Ability to apply computer applications and software.
- Ability to make decisions in accordance with county ordinances and practices.
- Ability to present programs and ideas clearly and concisely, in writing and orally, to small and large groups.
- Ability to work independently on complex and confidential tasks.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of practices and procedures in tourist development activities.
- Knowledge of State and local ordinances, laws, and regulations.
- Knowledge of and skill to successfully develop and implement promotions and partnerships; ability to manage cooperative advertising and promotional partnerships.
- Knowledge of research methods and appropriate means for gathering and reporting information regarding trends impacting the development and refinement of marketing and public relations programs.
- Knowledge of County budgeting procedures and ability to apply this knowledge to administer and coordinate administrative and operational budgets.
- Skill in advanced leadership techniques and practices.
- Skill in analytical thinking and decision-making.
- Skill in team building, developing a creative vision, making presentations and strong communication.

KEY CHARACTERISTICS

- Welcoming
- Innovative
- Creative
- Collaborative
- Open minded
- Inclusive
- Good communicator
- Confident
- Poised
- Strategic thinker
- Data-driven decision-maker
- Culturally sensitive
- Strong leadership skills
- Adaptable

TOP PRIORITIES

- Get to know the destination, marketing team members, the staff, and community stakeholders.
- Evaluate and conduct a full review of the internal department and strategic plan; fully assess staffing and current marketing initiatives and programs.
- Areas of focus: Brand development, digital marketing, crisis management, measurement/ROI, budget management.



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

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.