

# DIRECTOR OF MARKETING, MEETINGS & CONVENTIONS

Experience Columbus | Columbus, OH





# Who We Are

You may have your opinions about Columbus — or maybe you don't. We understand. While the world has been busy not thinking about us, we've been quietly stacking up new accolades, accomplishments, and experiences. Year after year, list after list, people are starting to see the greatness we've always known was here. Now is the time we stop keeping it to ourselves.

One of the top science museums in the country, a culinary scene at the top of the food chain, immersive art that is out of this world and so much more. Can all of this exist in one city? Yes, Columbus.

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## About Experience Columbus

Experience Columbus' vision is to be the leading force in creating and revealing the best of the Columbus experience to the world. Our mission is to sell, market, and promote the destination Columbus experience to visitors. We are governed by a Board of Directors and supported by more than 900 partners who invest in the efforts of Experience Columbus and help make Greater Columbus an appealing destination by offering their services, attractions, and facilities to visitors, meeting planners, convention delegates, and residents.

Experience Columbus earned accreditation from Destinations International (DI), formerly DMAI, for 2022-2023 and is one of 200 destination marketing organizations to have met the rigorous standards. To do so, Experience Columbus provided evidence of compliance with over 100 performance standards and 20 optional Aspiration standards, including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation, and stakeholder relationships. Most recently, Experience Columbus received the 2022 Distinctive Achievement Award from Association Conventions & Facilities.

Experience Columbus has a non-profit, 501(c)3 charitable organization, as well. The mission of the Experience Columbus Foundation is to perform the charitable and educational activities of Experience Columbus. Major programs sponsored by the Foundation include research, education, and local historic tourism. These programs are designed to educate the public about Columbus and its historical, educational, scientific, and artistic resources. The Foundation also seeks to fund research on the economic value of the tourism/travel industry both in Columbus and worldwide.





## POSITION SUMMARY

The Director of Marketing, Meetings & Conventions reports to the CMO and is a full-time position. This individual is responsible for developing, implementing, and optimizing integrated marketing strategies, creative campaigns, and tactical plans to promote meetings and conventions coming to Columbus in partnership with Experience Columbus sales and destination experience teams. The Director of Marketing, Meetings & Conventions will serve as a visible community steward and active marketing leader for the hospitality industry in Columbus and competitive destinations.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Oversees the Meetings and Conventions integrated marketing efforts, including work by outside agency partners and internal teams directly related to creative, content, production, and media in support of group marketing efforts.
- Spearhead the execution of marketing strategy by working closely with sales, destination services, creative teams, web, social media and PR to create effective plans focused on growing the audience and generating leads for the sales team.
- Assist in the development of attendance-building strategies and marketing support for citywide meetings and expositions:
  - Working with an advertising agency of record to develop differentiated and compelling creative media plans, content activations, and reporting.
  - Manage paid media execution, oversee convention sales advertising and production budget, and provide monthly reconciliation.
  - Track the effectiveness of integrated marketing efforts and provide reporting on a monthly basis to the CMO and other internal stakeholders.
- Manage creative development and marketing for high profile projects such as tradeshow booth, tradeshow activations, specific conferences and client events.
- Develop and execute strategies to drive performance for the M+C website (comprehensive refresh) in partnership with the sales, DE, and web teams, including design, content creation, and ongoing optimization.
- Develop compelling email marketing campaigns including developing relevant content and data-driven optimization, working collaboratively with digital content and PR managers to fulfill content needs.
- Partner with the social media team to develop and execute brand and tactical social media content across relevant Experience Columbus social platforms.
- Collaborate with public relations teams on specific meetings and conventions, as social and earned media opportunities.
- Enhance endemic marketing partnerships and platforms to support promoting, selling, and booking groups to Columbus.
- Serve as the marketing representative during site visits, highlighting marketing support offerings and effectively communicating brand messaging to clients and stakeholders.
- Coordinate and execute marketing initiatives for the annual meeting, including promotional campaigns, collateral development, and attendee engagement strategies, ensuring alignment with organizational goals and objectives.
- Participate in various committees, providing marketing expertise and insights to support decision-making and strategic planning across the organization.
- Lead the integrated marketing efforts for the CBus Soul platform, celebrating the rich, black culture in Columbus.
  - Develop and execute compelling content, PR, and social media strategies to drive engagement among residents and potential visitor audiences with the CBus Soul platform and its mission.
  - Partner with internal and external content creators to develop assets to leverage across paid, owned, and earned channels.
  - Manage the Cbus Soul merchandise strategy, creative process, and sales implementation to provide a sustainable funding platform.
  - Partner with Columbus Rec and Park on the annual CBus Soul Fest and promotional efforts leading up to the one-day event each August.
- Demonstrating a commitment to Diversity, Equity, and Inclusion by ensuring the inclusivity and accessibility of content across all platforms.

## QUALIFICATIONS

- Experienced in the following marketing areas (either through education, work experience, or a combination of both), typically 7+ or more years.
  - Strategic planning and execution for large-scale projects.
  - Working directly with marketing/PR agencies and community partners.
  - Paid media buys.
  - Leading marketing project teams and coaching team members.
  - Managing financial budgets and project timelines (being creative with limited budgets at times).
  - Reporting on key metrics and ROI.
- A creative ideator who can translate innovative concepts based on client needs and communicate them visually into marketing solutions.
- Collaborative in nature, focused on strong relationships built on respect, trust, and sharing of knowledge.
- An excellent communicator (written and verbal), both professionally and authentically, connecting with an audience at all levels of an organization (team members, internal customers, and vendors).
- Approachable and open; focused on helping the team with a positive attitude. Do what it takes on-site and pitch in at any capacity for a day of events.
- A strategic planner with the ability to be flexible and problem-solve within a fast-changing environment.
- Highly attentive to detail and concern for accuracy.
- Highly organized and can handle multiple priorities and meet deadlines.
- Proficient using of Microsoft Office products and web-based platforms.
- Passionate about the product (Columbus) and motivated to exceed expectations.
- Experience working in-house with Sales teams is a plus!
- Hospitality or Association industry experience is a plus!
- Passionate about Diversity, Equity, Inclusion, and Accessibility.
- Familiarity with the Columbus region.
- The organization requires all employees to obtain and maintain the Experience Columbus Insider (ECI) accreditation.



**Brian-Douglas Stanwood**

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**If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Brian-Douglas Stanwood.**

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