



Destination Marketing Manager

Compensation: \$55k- \$65k starting salary, PTO, health, dental, and vision insurance, retirement match

Preferred start: July/August 2025

How to Apply:

Applications will only be accepted via email and should include a cover letter, resume, and references. Send the email application package to Tori Middelstadt, tori@willamettevalley.org. The job posting will open on Wednesday June 4 at 12:00pm and close Monday, June 16 at 5:00pm.

Position Description:

The role of the Marketing Manager at the Willamette Valley Visitors Association (WVVA) is to oversee the organization's strategic marketing programs and public relations efforts. The manager will work with staff, contracted agencies, and local, regional, and state partners to establish effective marketing campaigns that support the region's economic initiatives.

This position is responsible for WVVA's collaborative marketing and public relations efforts. The manager will plan strategic and inspiring marketing campaigns that drive year-round visitation, provide equitable representation across the region and unearth the authentic stories that make the Willamette Valley such a unique destination. The Marketing Manager will oversee WVVA's PR strategy by guiding the agency of record as well as serve as a lead to the regional public relations team. This position will also serve as lead to the internal Marketing and Social Media Coordinator.

Overview of the Organization:

The Willamette Valley Visitors Association (WVVA) is a Regional Destination Marketing and Management Organization focused on promoting responsible tourism and economic well-being that benefits residents and visitors alike. Our mission is to enhance the region's vitality by cultivating and marketing authentic experiences to support local communities, ensuring the Willamette Valley's long-term resilience. We are dedicated to fostering the prosperity of the Willamette Valley as a welcoming and inclusive year-round destination.

Reports to: Executive Director

Location:

Hybrid schedule split between the office, community meetings, and work from home. Although the position is hybrid in nature, it is expected that WVVA staff lives in or adjacent to the Willamette valley region.

Willamette Valley Visitors Association office in downtown Salem, OR

Position Requirements:

- 2-3 years of experience in destination marketing, public relations, or communications
 - Related fields include journalism, business, tourism/hospitality, marketing
 - Key skills include planning, executing and analysis for strategic marketing campaigns
- Bachelor's degree in a related field
 - Related fields include communications, journalism, business, tourism/hospitality, marketing, public relations
- 2-3 years of creating and implementing marketing programming in the following areas:
 - Targeted marketing campaigns across all forms of media
 - Social media campaign planning and execution that maximizes effective storytelling and increases social media engagement
- Must possess a valid and unencumbered driver's license and necessary vehicle insurance with access to a vehicle on a regular basis
- Computer skills – to include, Microsoft Office Suite, Google Suite, Social media platforms, Adobe Creative Suite, Canva
- Supervisory experience

Preferred Skills:

- Preferred 2-3 years experience in:
 - Public relations and communications planning, account management and execution
- Website management including SEO/SEM and content creation
- Graphic Design or experience with design software
- Photography/video capture and editing
- Experience in the travel, tourism, or hospitality industry is valuable

Job Duties and Responsibilities:

Occasional travel around the region, state of Oregon and beyond to complete the various job duties will be required.

Administrative

- Work collaboratively with WVVA staff, independent contractors (IC), committees, stakeholders and the Board of Directors
- Plan and lead regional Public Relations and Marketing team meetings
- Oversee and direct outside contractors & consultants as needed
- Compile all data and present monthly reports across all WVVA team initiatives
- Oversee visitor guide distribution and lead generation campaigns
- Lead Marketing and Social Media Coordinator

Marketing

- Direct and oversee the regional marketing and communications programs strategy. Work closely with the Executive Director and WVVA teams to ensure the region's brand and communications are consistent with regional strategies and partner needs
- Manage, execute, and track all marketing programs and budget on a fiscal calendar
- Video and photo asset strategies and development, including hiring and managing contractors
- Oversee content strategy and initiatives with contractors and outside agencies
 - Measure the success of content strategies across all channels (web, e-news, visitor guide, etc.)
- Build and maintain a robust social paid and organic strategy and oversee social media management with WVVA's Marketing and Social Media Coordinator
- Track and report on WVVA's marketing efforts in accordance with regional and statewide measurement methodologies

Public Relations

- Oversee PR strategy and contracted PR firm
- Assist in creating and maintaining media pitch updates and work closely with PR firm for implementation
- Act as media's primary contact for visiting media before and during their trip including all necessary follow-ups and meeting PR firm needs for media
- Manage, execute, and track all marketing and public relations programs and budget on a fiscal calendar
- Track and report on WVVA's public relations efforts in accordance with regional and statewide measurement methodologies

Miscellaneous

- Approximately 20% annual travel required
- Some evening and weekend work required
- Ability to lift 35lbs
- All other tasks as assigned

Questions– reach to Tori Middestadt, tori@willamettevalley.org