Position: Specialist, Group Markets

Department: Marketing (11)

Exemption Status: Non-Exempt

Position Reports to: Director, Group Markets

General Description
The specialist, group markets is responsible for collaborating with ACVB members, convention services and sales teams to keep Atlanta visible as a top meetings and conventions destination.

Primary Responsibilities (include, but are not limited to)

Group Markets
- Assist with development of collateral and services that support sales and service with consistent marketing messaging (collateral development, presentations, etc.)
- Serve as a trusted resource to the sales and service departments to ensure appropriate marketing resources are allocated
- Coordinate the build of client mini-sites
- QA - ensure consistent, cohesive and appropriate messaging of Atlantameetings.com site, client mini-sites, online bid books and related channels
- Maintain group markets calendar

Other Related ACVB Activities
- Provide customized marketing support to clients as directed
- Maintain a positive working relationship with hospitality industry partners
- Maintain current knowledge of member hotels, venues, restaurants and attractions
- Attend ACVB, member, and hospitality related events as directed
- Maintain active participation with relevant professional organizations
- Provide additional support to department projects and related ACVB programs as directed
- Stay up-to-date with hospitality industry trends

Qualifications
- Education
  - Bachelor’s degree required in marketing, communications or related field
- Work Experience
  - Minimum 2 years of experience in marketing, communications or related field
- Knowledge, Skills and Abilities
  - Strong communication (oral and written) and presentation skills with the ability to communicate across various ACVB departments
  - Strong sense of time management with the ability to take initiative, work well under pressure and meet deadlines
  - Displays in-depth knowledge and understanding of social media platforms (Facebook, Twitter, Instagram, etc.)
  - Resourceful
  - Strong knowledge of and passion for the City of Atlanta
Core Competencies

- Communication Skills (written and verbal)
- Critical Thinking/Problem Solving
- Teamwork
- Job Knowledge
- Customer Service

Additional Information

- Work hours
  - Monday – Friday (minimal early morning, late evening, and weekend work)

- Work environment
  - Standard, temperature controlled office environment with moderate, office noise level
  - During site visits work environment changes depending on location: hotel, restaurant, convention facilities, airplane, and related travel and event venues

- Physical requirements
  - Light lifting of 5 to 10 lbs
  - Position requires minimal amount of walking during offsite meetings
  - Position requires minimal amount of driving during offsite meetings

- Travel
  - Less than 10%

Last update 7/10/17