

**ICON PARK  
POSITION DESCRIPTION**

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<b>JOB TITLE:</b>	Director of Marketing	<b>PAY TYPE:</b>	Salary
<b>DEPARTMENT:</b>	Marketing		

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**MISSION STATEMENT:** We always deliver a safe, beautiful, and exciting experience filled with ways to enjoy the company of family and friends from around the world. With a warm welcome and a commitment to genuine hospitality, we create uncommon memories, sharing in the community of our dynamic social and cultural hub.

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**JOB PURPOSE:** The fundamental purpose of this position is to process implementation and creative execution of consumer and trade marketing initiatives relating to marketing plan, timelines, goals, brand standards, promotions, and communications to result in optimal awareness. Build allegiance and advocacy that can be attributed to a meaningful improvement in business results for ICON Park.

**ESSENTIAL FUNCTIONS:**

- Manage all marketing initiatives for multiple departments within the organization. Including social media, digital advertising, website, outdoor advertising, print collateral, news/media, and creative assets.
  - Manage day-to-date work with various contracted firms and agencies
  - Coordinate with local and national news/media crews as well as trade and international media to arrange on-site commercials, photoshoots, and news segments
  - Copywriting for blogs, e-newsletters, advertisements, and print collateral
- Responsible for the integration of social media and engagement tactics on Facebook, Instagram, Twitter, TikTok, and LinkedIn
- Innovative graphic design to improve all physical on-property signage, digital displays, external publications, advertising/promotional campaigns, and corporate/education/event market assets
- Routinely audit and content and functionality of all digital listings, social media channels, review sites of Destination Management Organizations, trade accounts, and affiliated organizations. Works with Business Intelligence to analyze the efficiency of marketing and ensure we are delivering a return on investment.
- Provides annual, quarterly, monthly, and ad-hoc reporting of brand performance; identifies opportunities and risks and develops recommendations for course-corrections/direction.
- Drives the annual marketing calendar and successfully manage the execution of tentpole marketing programs
- Devising, implementing, and managing the email, SMS marketing campaigns and automation programs to deliver customer retention and frequency.
- Management and optimization of the customer lifecycle - including prospecting, nurturing, conversion, and up-sell strategy.
- Monitoring and improving the performance of all CRM communications.
- Keeping up to date with market trends and competitor activity.
- Internal / External Relationship Management
  - Partner with Sales, Events and Operations to ensure execution excellence
  - Liaison with tenant companies to ensure marketing uniformity with ICON Park

- Drives engagement with affiliated businesses to expand brand awareness
- Fosters a collaborative and positive relationship with all internal stakeholders. Maximizes efficiency in a constantly evolving market and steward creative solutions to be the norm

## **MARGINAL DUTIES**

- This position description has excluded the marginal functions of the position that are incidental to the performance of essential job duties. Employee(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.

## **KNOWLEDGE, SKILLS, AND ABILITIES:**

Bachelor's degree with concentration in Marketing, Journalism/Media, Communications, Business, or any other related field; or three (3) to five (5) years related experience and/or training; or equivalent combination of education and experience. Work related experience should consist of exceptional brand marketing, advertising, and marketing project management experience.

- 3+ years of relevant experience in marketing or advertising industry, preferably gained from tourism, travel trade, timeshare, entertainment, or events industry.
- Ability to manage multiple tasks, achieve deadlines under pressure and work independently with minimal supervision
- Strong understanding of brand strategy fundamentals
- Ability to establish and maintain effective working relationship with staff, agencies, and industry partners
- High level of interpersonal skills to interact and persuade both internal and external stakeholders to uphold proper alignment and management of ICON Park brand identity
- Strong verbal and written internal / external communication and presentation skills
- Working knowledge of websites, e-market techniques and technologies, social media platforms, and mobile marketing
- Working knowledge of marketing tactics and deliverables for traditional advertising such as print, radio, broadcast, and out of home
- Knowledge of design process, four-color process, and the printing process and file preparation
- Technical Proficiencies
- Adobe Acrobat Pro and Adobe Creative Suite
- WordPress for website content management and editing
- Facebook Business Suite and Creative Studio
- Mailchimp for newsletter creation and distribution
- Microsoft Office Suite
- Google Analytics for marketing analytics and research monitoring
- Photography and photo editing
- Digital asset management
- Content creation and Influencer collaboration
- Knowledge of attractions and standard operating procedures.
- Knowledge of ICON Park property, and locations of venues.

- Ability to establish and maintain effective working relations with various team members, and guests.
- Ability to understand and carry out oral and written instructions.
- Ability to stand for long periods of time.
- Ability to work outdoors.
- Ability to effectively prioritize and work independently with little or no supervision.
- Ability to manage in a manner conducive to high productivity.
- Ability to work in an environment with many interruptions.
- Ability to multitask.

**PHYSICAL REQUIREMENTS:**

- Sitting for long periods of time.
- Some stooping, lifting, and bending.
- Talking, hearing, seeing, repetitive motions.
- These requirements may not be all inclusive. All duties and responsibilities are essential job functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the employee will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others.

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Pursuant to Florida law, each employee is hired by and works at the will and pleasure of ICON Park. Nothing contained in this job description constitutes a contract of employment or agreement to maintain the employment of any individual for a period of time.

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I hereby acknowledge that I have read and understand the attached job functions and requirements for my current position with ICON Park.

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Name Printed

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Signature

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Date