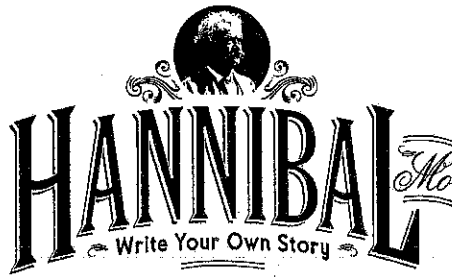


Office of City Clerk



Melissa Cogdal,
City Clerk

ARP
BUILDING INSP
BPW
POLICE
PARKS & REC
HCVB
MUNICIPAL COURT

EXECUTIVE
DPW
STREET
FIRE
LIBRARY
COLLECTOR

Date Posted: 02.26.2025

Date to Remove: 03.07.2025

Department: Hannibal Convention & Visitors Bureau

Position Title: Sales and Marketing Manager

Rate of Pay: \$34,479 - \$46,250

JOB DESCRIPTION IS ATTACHED

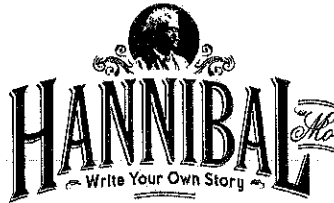
Other Criteria:

Position vacancy will be posted in all departments of the City. Job will be posted for seven (7) working days. There is no "Sign-Up" per se (See final paragraph below).

Employees of the City of Hannibal will be given first consideration of this position. The successful candidate will be on probation for a period of one year.

If you are interested in this position, please submit a cover letter, resume, and three (3) work-related references to the Trisha O'Cheltree, Tourism Director at 925 Grand Ave, Hannibal, MO 63401 before 5:00 p.m. on Friday, March, 7, 2025.

City of Hannibal 320 Broadway, Hannibal, MO 63401
P 573.221.0111
www.hannibal-mo.gov



The purpose of this form is to clarify expectations of a job for incumbents and job candidates. This form describes the expected role of a person in a job, but it is not an employment contract.

Position Title: Sales and Marketing Manager

Department: Hannibal Convention & Visitors Bureau

Exempt/Non-exempt Status: Non-exempt; full-time; eligible for benefits; salary range \$34,479- \$46,250

Date job description most recently created, updated,: 02.24.25 by Trisha O'Cheltree, Director.

Essential Functions, Responsibilities and Tasks:

- Responsible for sales / bookings - group, reunion, convention, and sports tourism.
- Assess and identify additional target markets; create new itineraries to sell to niche travel markets to increase overnight stays.
- Work directly with groups and conventions in planning and booking their Hannibal experience.
- Develop and coordinate familiarization tours and site inspections for the group leaders and tour operator inquiries. Develop customized itineraries as needed. Serve as a step on, when appropriate.
- Oversee and complete day-to-day marketing activities; maintain records and submit ads for grant compliance and completion.
- Provide direct service to citizens or visitors when they contact the department in person, by email, by mail, or by phone.
- Manage media inquiries, interview requests and site visits.
- Monitor, analyze and communicate marketing results on a continuous basis.
- Maintain a keen understanding of industry trends affecting community and make appropriate recommendations regarding marketing strategies surrounding them.
- Coordinate social media strategy to engage audiences across traditional and new media.
- Responsible for online reputation management; includes oversight on CVB website, VisitMO website, and internet marketing, including but not limited to social media, e-newsletter, blog including site promotions and online outreach campaigns.
- Responsible for tracking groups, and marketing efforts, etc.; give montly written report to the Director.
- Represents the HCVB at exhibits, trade shows and related conventions and meetings.
- Develop and maintain a working relationship with lodging facilities, businesses, attractions, and restaurants.
- Assist with visitors and guests in Visitor Center as needed,
- Coordinates and oversees the set-up of meetings in conference room and other venues.
- Responsible for monthly reports on building inspection, mileage, safety, etc. to appropriate department.
- Coordinates the development of the annual Visitors Guide, including sales, follow-up with advertisers, and invoicing in a timely manner.
- Coordinates the local brochure distribution program including but not limited to tracking, expanding and delivery; this includes coordinating with the Brochure Distribution agent.

- Assists with media visits and on-location arrangements as needed.
- Take photographs and videos to update visual assets, while keeping them organized and easily found based on type needed. Assist with scripts for CTV and radio ads
- Processes and tracks the accounts payables/receivables, and other clerical duties as needed.
- Performs other tasks related to the overall operations of the Bureau, as assigned by and in the absence of the Director.

Training and Development Recommended

- Training in the CRM software Simpleview, initial training and other professional development as recommended by the Director.

Position Requirements:

- Four year degree in marketing, public relations, communications or related field; and 2 to 5 years of experience in marketing, public relations work, or a combination of training and experience which provides the required skills, knowledge and abilities.
- Sponsorship and negotiation skills
- Experience in planning and implementing social media strategies
- Proficient in standard computer software, including Microsoft Office, social media and web content creation.
- Experience with online analytics, including Google and Meta
- Maintain a professional image with the ability to exercise initiative, judgment, and tact in representing the community.
- Must have knowledge of facilities, attractions and services in the community
- Ability to work on multiple projects simultaneously and respond to requests in a timely manner
- Maintain positive community relations.
- Maintain confidentiality in all aspects of department information.
- Ability to work within a team environment and grow relationships within Hannibal's tourism community
- Strong organizational, verbal, and written communication skills.
- Professional attitude and dress
- Must possess and maintain a valid driver's license
- Minimum two-year college degree preferred; business/marketing experience a plus.
- Ability to organize and coordinate office activities.
- Must be able to lift at least 25 pounds; and
- Willingness to work a variable schedule including possible evenings, weekends and holidays as needed.

Physical Demands:

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- Work is performed mostly in an office setting; hand-eye coordination is necessary to operate computers and various pieces of office equipment.
- While performing the duties of this job, the employee is frequently required to talk and hear; use hands and fingers to handle and feel objects, office tools and office machine controls; and to reach with hands and arms. The employee is frequently required to stand, walk and sit.
- The employee must occasionally lift and/or move 25 pounds; and
- Specific vision ability required by this job includes close vision and the ability to adjust focus.

The Director shall reserve the right to assign functions or responsibilities as are necessary to establish and maintain maximum departmental efficiency and effectiveness. EOE