



Position Title: **Chief Marketing Officer**

Statement of Duties

The Chief Marketing Officer leads the overall direction, coordination, and evaluation of the marketing function of the Commerce Corporation. The purpose of this role is to market Rhode Island to a broad audience as a destination for tourism and commerce by creating and driving a brand that attracts transient, corporate and group travel as well as new job-creating businesses to Rhode Island.

Essential Functions

The essential functions and duties listed below are intended only as illustration of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if work is similar, related, or a logical assignment to the position.

Essential Functions

Strategic Marketing for Tourism and Business Attraction

- Market products and services to a broad audience and engage diverse stakeholders.
- Develop and manage the marketing, advertising, and promotion programs related to The Commerce Corporation's products and services.
- Provide collateral material with creative design and messaging.
- Establish Rhode Island as a destination of choice for both leisure and corporate travelers.
- Establish Rhode Island an attractive business center for companies to be based out of out do business with existing corporations.

Leadership of Direct Marketing Team

- Provide leadership to the marketing team and marketing's interface with the business units.
- Foster a high-performing, well-integrated, collaborative, and respected function that furthers The Commerce Corporation's strategic plan.
- Carry out supervisory responsibilities in accordance with the organization's policies and applicable laws, including training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints; and resolving problems.
- Drive operational excellence across the marketing function, assuring adherence to budgets, schedules, work plans, and performance requirements.

Brand Management for Corporation

- Develop and follow branding strategies and guidelines.
- Ensure The Commerce Corporation's brand, capabilities, and expertise are effectively safeguarded, enhanced, communicated, and clearly understood in the marketplace.
- Build and leverage The Commerce Corporation's digital presence for web, mobile, video, and social media.

Market Research and Data Analytics

- Identify market potentials and data analytics by leading market and customer research.
- Guide the company in collection and communication of best practices and the utilization of tools and systems to document, communicate, measure, and monitor marketing performance and ROI, managing through data.