



Chief Marketing Officer

To be considered for this position, candidates must submit a cover letter along with a professional resume

The Rhode Island Commerce Corporation works with public, private and nonprofit partners to create the conditions for businesses in all sectors to thrive and to improve the quality of life for our citizens by promoting the state's long-term economic health and prosperity. We offer business assistance, access to funding and red tape reduction for companies of all sizes.

Our marketing team works to attract tourism and business alike. Join us as we work to build back the tourism and hospitality industry positioning Rhode Island as the best place in New England – and the country – to visit, work, and grow a business. With the goal of building our tourism and hospitality industry back to and surpassing pre-COVID levels, including the boosting of marketing efforts re: RI attractions, development of new destinations, strengthening of business marketing and trade show presence.

Position Summary

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, attracting transient, corporate and group travel, as well as new job-creating businesses to Rhode Island.

Responsibilities

Strategic Marketing for Tourism and Business Attraction

- Market tourism and business attraction opportunities to a broad audience and engage diverse stakeholders.
- Represent Rhode Island as the state's top tourism official.
- Strengthen Rhode Island as an attractive location for companies.
- Manage the marketing, advertising, and promotion programs related to the Commerce Corporation's products and services, including the production of collateral material with creative design and messaging.
- Continue to establish Rhode Island as a destination of choice for both leisure and corporate travelers.
- Ensure engagement with stakeholders and the public on key marketing initiatives.

Leadership of Direct Marketing Team

- Provide leadership to the marketing team and marketing's interface with the various business units of the Commerce Corporation.
- Foster a high-performing, well-integrated, collaborative and respected team that furthers the Commerce Corporation's strategy.
- 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 implement in accordance with 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.
- Ensure quality control in the production of digital and print materials; implement systems to ensure quality product across the board.

Market Research and Data Analytics

- Identify market potentials and data analytics by leading market and customer research.
- Guide the Commerce Corporation 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.

Key Competencies

1. **Creativity:** Generates new approaches to problems or innovations to established best practices. Shows imagination.
2. **Resourcefulness:** Passionately finds ways over, around or through barriers to success. Achieves results. Goes beyond the call of duty. Shows bias for action. A results-oriented "doer."
3. **Oral Communications:** Communicates well one-on-one, in small groups and in public. Is fluent, quick on feet, with a command of language. Keeps people informed.
4. **Team Building:** Achieves cohesive, effective team spirit with staff. Treats staff fairly. Shares credit.
5. **Vision:** Provides clear, credible vision and strategy.
6. **Drive:** Exhibits energy, strong desire to achieve, high dedication level.
7. **Management:** Possesses strong management skills.

Professional Qualifications

- Relevant professional experience or demonstrated high level of success in tourism, destination marketing, business attraction, and/or economic development, displaying progression in role responsibility.
- A bachelor's degree is required and experience in marketing, communications, public relations, or related field of study is preferred. Advanced degree is preferred.
- Experience with event production and/or promotion would be valued.
- Innovative problem solver with demonstrated experience leading change within an organization.
- Strategic thinker with experience translating a vision into operational strategies, including successful implementation.
- Thorough knowledge of marketing and sales principles with demonstrated track record of success and performance.
- Skilled manager with experience managing business, non-profit or government operations.
- Entrepreneurial thinker with a deep understanding of market dynamics.
- Advanced experience working with a variety of traditional and non-traditional marketing, communications, and sales functions.
- Highly developed verbal, written and presentation skills.
- Success in building and inspiring teams.
- Skilled in controlling expenses through effective budgeting, forecasting and financial performance review.
- Experience in and/or knowledge of Rhode Island is preferred.

To be considered for this position, candidates must submit a cover letter along with a professional resume, preferably via e-mail, to:

Rhode Island Commerce Corporation
job.opportunities@commerceri.com

The Rhode Island Commerce Corporation (the "Corporation") is an Equal Opportunity Employer. The Corporation does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by applicable law. All employment is decided on the basis of qualifications, merit, and business need. The Corporation will not tolerate discrimination or harassment based on any of these characteristics.