Position Description

DIRECTOR OF MARKETING

Summary:
The ICHRIE Director of Marketing, in cooperation with ICHRIE staff, shall represent ICHRIE to outside associations, organizations, and governments, giving ICHRIE visibility and credibility within the global service industry. The Director of Marketing shall chair the Marketing Committee.

Duties, Responsibilities and Authority:
- Facilitate faculty internships and exchanges.
- Provide a forum for graduate students to develop their professional identities.
- Develop and increase relationships with industry partners and associations from a wider range of segments of the hospitality and tourism industry.
- Develop our current partners in industry and associations and increase representation with other hospitality and tourism organizations.
- Collaborate with other organizations to promote hospitality careers.
- Use public relations vehicles to enhance the image of hospitality and tourism education and the hospitality and tourism industry.
- Provide forums for discussing current and future issues impacting the hospitality and tourism industry.
- Encourage industry involvement in ICHRIE educational activities.
- Promote and disseminate relevant, high quality research.
- Reach out to individuals and organizations from developing countries.
- Create conferences, meetings, and events that draw increased attendance and exceed the expectations of attendees.
- Design programs, products, and services to meet the needs of various membership categories.
- Communicate the strategic plan systematically, regularly, and positively to all ICHRIE constituencies.
- ICHRIE Marketing Committee could be involved in external development and particularly seeking new sponsorships.