



JOB DESCRIPTION

Job Title:	Creative Services Specialist
Division:	Marketing
Reports to:	VP, Marketing & Business Development
Classification:	Full Time, Exempt
Supervisory Responsibility:	None
Approved By:	VP, Marketing & Business Development

ORGANIZATION BACKGROUND

Doing business as Visit Oakland, the Oakland Convention & Visitors Bureau is the official destination marketing organization for Oakland, CA. We are passionate about Oakland and believe in our mission -- Oakland is a World-Class Travel Destination. Visit Oakland serves as the umbrella organization for all visitor-related travel to Oakland.

Founded in 1999 to market Oakland as a travel and meeting destination, build awareness and stimulate hotel occupancy, Visit Oakland continues with that mission today, aggressively marketing and selling Oakland to attract visitors.

The OCVB is a private, not-for-profit, 501c6 organization, with a 21-member board of directors and a staff of seven. Visit Oakland is funded by a dedicated hotel tax - Measure C, which passed in 2009.

POSITION SUMMARY

This position is an integral part of the Visit Oakland marketing team. This person will use their skill sets in the areas of videography, graphic design and photography to sustain the brand standards and creative identity of Visit Oakland

Essential Job Duties:

- Create, revise, and develop advertisements, collateral, merchandising and branding materials for a variety of media outlets such as print, video, web and social media.
- Shoot, edit and publish creative videos for use throughout our website, YouTube and b-roll request.
- Capture photographs and video of events, locations, people, and other illustrative and educational material for use in Visit Oakland publications,

presentations, and online.

- Oversee projects and outside agencies as they relate to the visual use of the Visit Oakland logo and materials that are needed from various departments i.e. customized sales materials, facility art and signage, departmental brochures and hand-outs, promotional products etc.
- Develop relationships with vendors to obtain price quotes and delivery deadlines.
- Manage online photo stock gallery to fulfill requests for digital photos, video that include city attractions, events, hotels, and restaurants.
- Interact and communicate in a positive and responsive manner with clients, attendees of events, seminar speakers, and the general public.
- Other duties as assigned.

Knowledge and Skill Requirements:

- Bachelors degree in Marketing, Graphic design, or related field.
- 2+ years experience in graphic design, videography, photography
- Advanced knowledge of computer fundamentals and professional software, including Microsoft Office and Adobe Creative Cloud.
- Advanced knowledge of the principles and practices of graphic design, print production, web design, photography and videography.
- Knowledge of content management systems, light HTML and email marketing best practices.
- Skilled in the operation of photographic and video equipment.
- Ability to maintain hard copy and computer files and records.
- Ability to communicate effectively with individuals and groups, both in writing and verbally.
- Strong ability to multi-task and prioritize.
- Must be able to lift 35 lbs.
- The ideal candidate will be interested in career advancement in the destination marketing industry.
- Available on weekends and evenings as needed.
- Valid driver's license required and car with clean DMV record.

Compensation

Competitive annual salary

Benefits: Medical, dental, life and retirement benefits

Relocation Package: Not available, though remote position in certain markets will be considered.

How to Apply:

To apply, please send cover letter & resume and three references to jobs@visitoakland.org and write Creative Services Specialist Position in the subject line. No phone calls or walk-ins.