



JOB TITLE: Director of Marketing DEPARTMENT: Marketing REPORTS TO: General Manager, Greater Cleveland Aquarium

General Summary of Job Duties

Jacobs Entertainment, Inc. is seeking an outgoing, enthusiastic, self-motivated, goal-driven, detail-oriented, creative, hospitality-focused team player who thrives in a fast-paced environment. The Director of Marketing leads the development and execution of integrated marketing strategies that drive revenue growth, strengthen brand awareness, and deepen guest engagement for Greater Cleveland Aquarium, Lady Caroline and Windows On The River. This role oversees branding, advertising, public relations, social and digital media, promotions, and collateral development. The Director of Marketing also manages budgets, vendor partnerships, and marketing staff; serves as the organization's internal media-buying resource; and builds strong relationships with media, tourism, and community organizations. As a strategic advisor to senior leadership, this position translates organizational priorities, operational needs, and audience insights into clear, compelling messaging.

Principle Responsibilities and Duties

- Plan, implement and continually refine comprehensive marketing strategies, earned, owned and paid, to support revenue growth, brand awareness and engagement goals.
- Develop, manage and monitor marketing budgets, ensuring fiscal responsibility and ROI.
- Identify and execute cross-property synergies and cost-saving opportunities whenever possible.
- Collaborate with leadership and directors for program development and organizational messaging.
- Serve as the organization's in-house media-buying resource, including negotiating placements, designing and trafficking ads and tracking campaign performance.
- Develop key talking points and provide media training for leadership and staff.
- Strategize, produce and distribute digital and printed marketing and communications including press releases, advertising copy, email campaigns, brochures, signage, menus, videos and digital assets.
- Support and assist with signage and internal communications initiatives to ensure clarity, consistency and alignment with brand standards.
- Create and analyze customer surveys and reviews, translating insights into actionable improvements.
- Act as a brand ambassador for Nautica Waterfront District with tourism, media and community partners.
- Serve as a primary steward of organizational voice, tone and messaging during both routine operations and high-visibility or high-sensitivity situations.
- Supervise and collaborate closely with marketing staff, providing hands-on leadership and direction.
- Develop and implement social media strategies in collaboration with the Digital Marketing Coordinator.
- Monitor, respond to and manage online customer reviews and reputation platforms.
- Identify, develop and implement value-add events and promotional initiatives.
- Assist with reporting, presentations, sponsorship fulfillment and partnership opportunities.
- Build and maintain relationships with local and regional media.
- Ensure consistent adherence to brand standards and visual identity guidelines across all platforms.
- Oversee, direct and evaluate external vendors including designers, printers, photographers, videographers, web hosts and agencies to ensure quality, brand alignment and cost efficiency.
- Manage website content and design, ensuring accuracy, relevance and timely updates.
- Perform other related duties as assigned.

Skills, Education and Other Requirements

- Minimum of seven (7) years of experience in destination marketing or a closely related field.
- Bachelor's degree in Marketing, Communications or comparable discipline.
- Demonstrated leadership managing teams and overseeing external vendors and agencies.
- Exceptional written, verbal and interpersonal communication skills.



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- Proven proficiency in media buying, website management, database management, photo and video editing, email marketing platforms and ticketing systems.

Machinery, Work Equipment, Programs, Software, Hardware Used

- Software including Microsoft Office, Adobe Creative Suite, WordPress, Hootsuite, Linktree, Optisigns, Cyberlink, RocketRez, Focus Point and email marketing platforms such as Constant Contact and Emma
- Social media and digital communication platforms, including Facebook, Instagram, BlueSky, YouTube and X
- Digital photography and video equipment
- Mobile devices including iPhone

To Apply

Jacobs Entertainment, Inc. is an equal opportunity employer. To be considered for this position, send a resume and cover letter to Stephanie White, General Manager, Greater Cleveland Aquarium, swhite@greaterclevelandaquarium.com