



Job Title: Tourism Marketing and Communications Director

Location: New Smyrna Beach Area Visitors Bureau

Overview: New Smyrna Beach Area Visitors Bureau is seeking a dynamic and experienced Tourism Marketing and Communications Director to lead our marketing and communications efforts. The ideal candidate will have a passion for promoting tourism, a deep understanding of marketing strategies, and excellent communication skills. This role is crucial in driving awareness, engagement, and visitation to the New Smyrna Beach area.

Responsibilities:

1. **Develop and Implement Marketing Strategies:**
 - Manage and work with advertising agency's creative and execute comprehensive marketing strategies to promote the New Smyrna Beach area as a premier tourist destination.
 - Collaborate with agencies of record and the team to identify target audiences, key messaging, and promotional tactics.
2. **Content Creation and Management:**
 - Oversee the development of engaging and high-quality content for various channels, including social media, websites, print materials, and email campaigns.
 - Ensure content aligns with the destination's brand and resonates with the target audience.
3. **Public Relations and Media Relations:**
 - Foster positive relationships with media outlets, travel bloggers, and influencers.
 - Coordinate press releases with public relations firm, develop media events, and organize familiarization tours with industry to generate positive media coverage.

4. **Digital Marketing:**

- Work with agencies on digital marketing initiatives, including SEO, SEM, social media advertising, and email marketing.
- Stay updated on industry trends and emerging technologies to enhance digital marketing efforts.

5. **Collaboration with Partners:**

- Work closely with local tourism businesses, attractions, and hospitality partners to develop collaborative marketing campaigns.
- Build and maintain strong relationships with stakeholders to maximize promotional opportunities.

6. **Brand Management:**

- Uphold and enhance the destination's brand identity across all marketing and communication channels.
- Ensure consistency in messaging and visual representation.

7. **Budget Management:**

- Develop and manage the marketing budget, ensuring effective allocation of resources for maximum impact.
- Monitor and analyze the performance of marketing initiatives, providing regular reports to the leadership team.

Qualifications:

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- Proven experience in tourism marketing and communications, with a track record of successful campaigns.
- Strong understanding of digital marketing, social media, and content creation.
- Excellent communication and interpersonal skills.
- Ability to lead a team and collaborate with diverse stakeholders.
- Experience in budget management and ROI analysis.
- Passion for travel and a deep appreciation for the New Smyrna Beach area.

If you are a strategic thinker with a creative flair, have a passion for promoting tourism, and possess the skills to drive successful marketing campaigns, we invite you to apply for the Tourism Marketing and Communications Director position at New Smyrna Beach Area Visitors Bureau. Join us in showcasing the beauty and allure of our destination to the world.