



Title: Director of Marketing and Communication

Type: Full-time, salary position with benefits

Reports to: Executive Director

Salary range: \$43,000-\$48,000

Fully on-site position

The Murray Convention & Visitors Bureau is a small destination management entity focused on marketing, promoting, and advertising the city of Murray. The Director of Marketing and Communication will be content creator for all things Murray across all platforms, including social media, traditional print, and streaming services as well as handling any public relations or communication tasks. Our job is to put heads in beds, adding to the economic growth of the community, creating the highest quality visitor experience and being a strong community partner.

Roles and Responsibilities

- Develop, curate and oversee content on various digital/social media channels, effectively reaching and engaging with our target audience while inspiring potential visitors to Murray
- Manage content integration and cross-promotional opportunities with our partners
- Develop (write, photograph, video) original content across all mediums that is easily sharable on social platforms, following our branding and voice
- Analyze and report research data and benchmarks to assess performance
- Monitor trends for possible implementation with tourism-related social media tools, applications, channels, design and strategy
- Participate in tourism associations as applicable
- Prepare and submit the annual Tourism Marketing Incentive Program application
- Manage website content for tourmurray.com
- Assist in hiring, interviewing, and supervising any interns or part-time Murray CVB employees
- Oversee development, production and maintenance of video content
- Participate in and attend various industry seminars, conferences, events for networking and learning the most up-to-date tourism trends
- Collaborate on and adhere to budget as set forth by the Executive Director
- Direct responsibility for advertising budget management, including tracking return on investment (ROI) for various marketing campaigns
- Assist in execution of Freedom Fest events and City Wide Yard Sale
- Participate in events on Murray State University campus and other off-site events needing welcome booth and travel information
- Attend and report to Murray CVB Board of Directors monthly meeting
- Work with Kentucky Department of Tourism for any needs or co-op projects
- Attend and cover community events, as needed that may occur on nights and weekends
- Ensure a professional work environment by assisting on other CVB projects



Qualifications

- Bachelor's degree in communications, journalism, public relations, or related field
- Minimum three years experience with social media content creation and digital marketing
- Destination marketing experience strongly preferred
- Must be willing to relocate and live in Calloway County
- Strong writing skills required
- Familiarity with Adobe Creative Suite and Canva strongly preferred
- Familiarity with email marketing design and practices
- Basic knowledge of photography/video production/editing preferred
- Familiarity with content management systems, such as Squarespace preferred
- Proven record of excellent digital marketing skills in a business environment
- Ability to effectively manage time and work independently with minimal supervision
- Strongly motivated with ability to successfully handle multiple projects at once; self-starter not afraid to learn new programming
- Knowledge of AP Style guidelines is a plus

Travel

Moderate travel will be required for meetings and conferences throughout the year, locally, statewide, and nationally. Must have a valid driver's license and current automobile insurance.

Work Schedule

The Murray CVB is open Monday-Friday, 8:00 a.m. – 4:30 p.m., in addition to after-hours events and conferences as needed.

What we offer

The Murray CVB provides a competitive benefits package, including health insurance, dental & vision, Kentucky Retirement System pension plan, 10 vacation days to start, 12 paid holidays, and paid holiday time between Christmas and New Year's Day.

To apply, please send a cover letter and resume to erincarrico@tourmurray.com by May 28, 2024.