STATE OF SOUTH CAROLINA
Department of Parks, Recreation & Tourism
1205 Pendleton Street
Columbia, SC 29201

http://www.jobs.sc.gov

INVITES APPLICATIONS FOR THE POSITION OF:
Tourism Marketing Coordinator

An Equal Opportunity Employer

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OPENING DATE: 05/31/16
CLOSING DATE: 06/07/16 05:00 PM

JOB TITLE: Tourism Marketing Coordinator
CLASS CODE: AH35

POSITION NUMBER: 60023252
SLOT NUMBER:

STATE SALARY RANGE: $31,805.00 - $58,848.00 Annually
AGENCY HIRING RANGE - MIN: $31,805
AGENCY HIRING RANGE - MAX: $45,326

LOCATION: Richland County, South Carolina

JOB TYPE: FTE - Full-Time

NORMAL WORK SCHEDULE: Monday - Friday (8:30 - 5:00)

RESIDENCY REQUIREMENT:
RESIDENCY REQUIREMENT SPECIFICS (IF ANY):

AGENCY SPECIFIC APPLICATION PROCEDURES:

Supplemental questions are considered part of your official application. Any misrepresentation will result in your disqualification from employment. Please complete the State application to include all current and previous work history and education. A resume will not be accepted nor reviewed to determine if an applicant has met the qualifications for the position. A State application MUST be submitted electronically through the www.jobs.sc.gov website.
**JOB RESPONSIBILITIES:**

The South Carolina Department of Parks, Recreation & Tourism is seeking a Tourism Marketing Coordinator to manage Enterprise Partner Database information to ensure information is up-to-date and accurate; develop and implement leisure social media outreach efforts while coordinating with supervisor and agency; work with supervisor and agency on content planning for DiscoverSouthCarolina.com and affiliated products.

- Provides fresh content for DiscoverSouthCarolina.com (and other websites and Social Media platforms as assigned) in order to keep consumers engaged and to promote statewide tourism. Manages SC product data update process in Enterprise system to provide accurate product data for use on the web and in the SC Vacation Guide. Also, coordinates with partners to raise awareness and participation in the program.

- Serves as an active member of the team developing new content for DiscoverSouthCarolina.com that integrates with and supports the domestic leisure advertising campaign. Works within the Interactive team on implementing new content and strategies as part of the overall marketing plan.

- Serves as editor of eScapes e-newsletter and writes and edits copy for other agency publications and outlets as necessary.

- Assists with development of Social Media content calendar and manages day-to-day implementation and posting for all leisure-focused social media accounts.

- Fosters positive working relationships with in-state, regional and national industry partners. Practices business networking skills to build industry relationships and expand knowledge of SC Tourism product. Leverages relationships to acquire accurate and timely information for use on the websites, in newsletters and throughout SCPRT marketing programs, as appropriate.

- Practices and promotes teamwork within the Sales and Marketing office, throughout the agency and with external agency stakeholders. Represents office as an active member on agency teams assigned throughout the year.

**MINIMUM AND ADDITIONAL REQUIREMENTS:**

A bachelor's degree and tourism-related sales and marketing experience. Knowledge of the tourism industry and South Carolina's tourism product is helpful.

* ***Candidates MUST specifically meet these required qualifications or an equivalent combination of education and experience to be considered for this position.***

**PREFERRED QUALIFICATIONS:**
- Excellent organizational, grammar, spelling, written and verbal communication skills required. Writing content for tourism-specific outlets will be required.

- Proficiency in Microsoft Office Suite is required.

- Ability to establish and maintain effective working relationships with employees and tourism industry partners.

- Ability to train and assist partners and staff on new initiatives and processes.

- Ability to follow written and verbal instructions.

- Demonstrated judgment in problem resolution.

- A working knowledge of the State of South Carolina and its tourism industry.

- Possession of or ability to obtain a valid South Carolina driver's license.

- Ability to lift 20 pounds.

- Some in-state travel may be required. Overnight stays may be required.

**ADDITIONAL COMMENTS:**

***All candidates are encouraged to attach a writing sample that demonstrates their skills and ability to create professional online content.***

**Office Location:** SCPRT Central Office
1205 Pendleton Street
Columbia, SC 29204

*The South Carolina Department of Parks, Recreation & Tourism is an Equal Opportunity, Affirmative Action Employer.*
Tourism Marketing Coordinator Supplemental Questionnaire

* 1. Please indicate the option that best represents your highest level of education.
   - ☐ Not a graduate
   - ☐ High school diploma or equivalent GED
   - ☐ Some college, no degree
   - ☐ Associate's degree
   - ☐ Bachelor's degree
   - ☐ Master's degree
   - ☐ Doctorate degree

2. If you possess an Associate's degree, Bachelor's degree, Master's degree or Doctorate degree, in what field of study is your degree?

* 3. Please indicate the number of years of experience you have in the Hospitality and Tourism Industry.
   - ☐ None
   - ☐ Less than 1 year
   - ☐ More than 1 year, but less than 3 years
   - ☐ More than 3 years, but less than 5 years
   - ☐ 5 or more years

4. Please briefly describe your experience in the hospitality and tourism industry.

* 5. Do you have experience managing (writing, editing, etc.) content for webpages, social media or e-newsletters?
   - ☐ Yes  ☐ No

6. Please briefly describe your experience managing webpage, social media, or e-newsletter content.

* 7. Please indicate the number of years of experience you possess in a Customer Service related field.
   - ☐ None
   - ☐ Less than 1 year
   - ☐ 1 year
   - ☐ More than 1 year, but less than 3
   - ☐ At least 3, but less than 5
   - ☐ At least 5 years or more

* 8. Please briefly describe your experience in a Customer Service related field (such as hospitality, marketing, public relations, retail or any other closely related field).
9. This position may require some travel and overnight stays, will you be able to meet that need?
   - Yes
   - No

10. If selected to be hired for this position, are you willing to accept a salary within the posted range of $31,805 - $45,326?
    - Yes
    - No

11. Have you attached a writing sample?
    - Yes
    - No

* Required Question