



Marketing Project Manager

Employer: Gwinnett Convention and Visitors Bureau (Explore Gwinnett)

Post Date: 2/20/19

Closing Date: until filled

Description: The Marketing Project Manager will be responsible for promoting/marketing Gwinnett County and its cities as a tourism and meeting destination, and will assist in executing the Explore Gwinnett marketing plan. This position will manage arts marketing and tourism programs, projects and marketing efforts, as well as facilitating active partnerships with hotels, restaurants, attractions, cities and other destination partners.

Essential Functions:

Marketing & Public Relations

- Work closely with the Marketing Communications Director and Manager to develop strategies and programs to promote tourism
- Assist with general daily tourism operations of Explore Gwinnett; coordinate plans and marketing activities to enhance Gwinnett's image as a destination for conventions, meetings, business and leisure travel, tournaments, tours and events.
- Other duties as assigned include special projects and providing marketing support to the Executive Director and Marketing Communications Director.
- Provide assistance at local events which may sometimes fall on evenings and/or weekends.
- Bring creative ideas from concept to fruition

Arts

- Work with Executive Director to manage arts-related grants program
- Promote arts program to qualified groups in the county
- Build relationships within the local arts community via Explore Gwinnett's Artober event and attending local arts related events, as needed
- Provide arts-related content for projects, e-newsletters, blogs and other initiatives, as needed.

Requirements:

- Strong writing and verbal skills
- Familiarity/experience with non-profit arts groups
- Independent, self-starter
- Organized and detail-oriented
- Strong editing and grammar skills
- Proactive
- Creative
- Ability to maintain composure under pressure
- Technologically savvy
- Resourceful
- Strong multi-tasking & problem-solving skills
- Professionalism and customer service oriented
- Enthusiastic and team-oriented
- Experience or familiarity with grant writing a plus /
- Creative content skills
- Ability to create and implement strategic marketing initiatives

Position Qualifications:

- Education: Bachelor's degree from an accredited college or university with major course work in Communications, Public Relations, Journalism, Marketing or English.
- *Experience:* Minimum of two years in Marketing Communications, Public Relations, Journalism or a related field or a minimum 2 years work experience in exchange for each year of advanced schooling
- *Special Skills:* Spelling, grammar, punctuation and AP Style. PC and Internet knowledge & understanding, experience in e-marketing is necessary. Ability to communicate concisely – both verbally and in writing – is required.
- *Required:* Thorough understanding of MS Office Suite (MS Word, Excel, Publisher, Outlook), CMS website experience, demonstrated experience in working with vendors throughout project completion
- *Desirable:* Email marketing, Cision experience, social media savvy, photography skills, graphic design, bilingual

Benefits:

- Medical /dental/vision insurance, paid time off (PTO) and sick leave, paid holidays, long term and short term disability insurance, mileage reimbursement. Work hours are generally 8:00 AM until 5:00 PM, Monday through Friday. Given the nature of the business, some evening and weekend work may be required. **Gwinnett Convention and Visitors Bureau is an Equal Opportunity Employer.**

How to Apply:

- Email resume, cover letter and 3 writing samples or project samples to Victoria J. Hawkins
victoria@exploregwinnett.org
- Resumes, cover letters and 3 writing samples or project samples can also be mailed to 6500 Sugarloaf Parkway, Suite 200, Duluth, GA 30097
- No phone calls please

Note: The above list of job duties is not intended to be an exhaustive list and the candidate may be required to undertake such tasks as may reasonably be expected within the scope and grading of the post.