



Rutherford County Convention and Visitors Bureau (RCCVB) Job Description Director of Communications and Marketing

Reports to: RCCVB Senior Vice President

Prepared Date: March 2019

SUMMARY

The Rutherford County Convention and Visitors Bureau is currently seeking an individual to fill the role of Director of Communications and Marketing. The CVB Director of Communications and Marketing will be responsible for coordinating the development and execution of the Convention and Visitors Bureau's overall marketing and communications efforts. This position is responsible for all aspects of the Rutherford County Convention & Visitors Bureau's media relations activities; development of print and digital marketing materials; social media strategy and promotion of tourism related events and assets. This position has a requirement for Adobe Creative Suite proficiency with advanced knowledge in InDesign, Illustrator and Photoshop.

ESSENTIAL RESPONSIBILITIES INCLUDE (but are not limited to):

Essential Functions

- Maintain and develop campaigns for Visit Rutherford to promote on social media channels
- Work with the Tennessee Department of Tourist Development staff to guarantee inclusion in statewide website and publications
- Write content for various email campaigns and monitor the results
- Maintain and manage event listings, news releases, photos, restaurants and hotels on RCCVB's responsive website at visitrutherfordtn.com
- Creation of ads for trade publications and content as needed

- Provide and distribute public relations materials including news releases, media alerts, and monitor earned media coverage
- Work with travel writers, influencers and other members of the media to gain coverage of tourism related events and attractions in Rutherford County
- Manage the Visit Rutherford blog by maintaining content calendar, collaborating with influencers, updating content upon completion and preparing in-house tourism materials
- Development of all tourism print and digital marketing pieces such as the annual Visitors Guide, Dining Guide, promotional itineraries and other marketing materials
- Collaborate with the various departments within the Chamber to cross promote events and programs
- Work with RCCVB Senior Vice President to create and manage annual marketing budget
- Work with RCCVB Director of Cultural and Heritage Tourism to develop programs to promote Cultural and Heritage attractions and events
- Report to the RCCVB board bi-monthly on success of digital marketing efforts including Facebook, Instagram, Constant Contact and Google Analytics
- Provide assistance during large tourism related events
- Monitor inventory of promotional materials and tradeshow items; replenish materials as needed

Required Skills

- Superior customer service skills
- Excellent technology skills
- Skilled multitasking and ability to work in multiple programs simultaneously (Microsoft Outlook, InDesign, PhotoShop, Illustrator, PowerPoint, Microsoft Excel, etc.)
- Excellent proofreading skills
- Ability to initiate projects, work independently and efficiently, and contribute to successful team environment
- Attention to detail and organization
- Ability to learn quickly and think progressively
- Work well under pressure and multiple deadlines, ability to prioritize tasks

Qualifications

- Bachelor's degree preferred or the equivalent combination of education, training, and experience which provides the requisite knowledge, skills and abilities for this job. The employee should have strong technology experience. The employee must have excellent verbal, written, analytical, and interpersonal skills.
- This position has a requirement for Adobe Creative Suite proficiency with advanced knowledge in InDesign, Illustrator and Photoshop.

To Apply

Those interested in applying should send a cover letter, resume and 3 examples of design work to lryan@rutherfordchamber.org no later than 12 noon EST on Friday, May 24, 2019.