



DINWIDDIE COUNTY  
invites applications for the position of:  
**Marketing & Tourism Manager**

[Employee Recruitment Packet](#)

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**SALARY:** \$57,581 - \$63,559

**CLOSING DATE:** August 23, 2019

### **General Definition of Work**

Performs difficult professional work designing, developing, and planning marketing initiatives and collateral materials for the County; developing, coordinating, and implementing special events and tourism initiatives; participating in Trail Development and Tourism planning; completing complex special projects and related work as apparent or assigned. Work is performed under moderate supervision of the Deputy County Administrator, Planning and Community Development.

### **Qualification Requirements**

*To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individual with disabilities to perform the essential functions.*

### **Essential Functions**

Plans, implements and supervises countywide special events; orders equipment, materials and supplies; selects and reserves venues; arranges for publicity and security; develops staffing plan; determines program content and scope; sets goals and evaluates effectiveness; generates regular reports.

Develops and implements marketing initiatives to promote the mission and programs of Dinwiddie County (for internal and external audiences); produces collateral materials and messaging for the division; develops printed and digital materials, social media posts, website content, and other materials, as appropriate.

Collaborates with staff to develop long-term plans, goals, and management strategies for marketing initiatives for division;

Works to develop and enhance tourism assets;

Develops short and long-term tourism objectives, action plans, timelines, budgets, and performance measurement indicators; monitors marketing and social media strategies using analytical tools to maximize engagement;

Monitors expenditures and allocates funds; develops and presents budget proposals;

Assists other staff to plan, design and implement special events and publicity;

Supports division in the implementation of promotions and partnerships by extending marketing with social media networking, coordinating budgets, timelines and media deliverables, and facilitating internal and external communication on behalf of the department;

Assists on special county projects and performs other related duties as assigned;

Performs other related duties as assigned.

### **Knowledge, Skills and Abilities**

Thorough knowledge of special events programming; thorough knowledge of the methods involved in organizing, conducting, promoting and supervising special events and tourism development; ability to communicate ideas effectively both orally and in writing; Comprehensive knowledge of the principles and fundamentals of marketing and the development of collateral materials. Deep familiarity with social media and best practices, including how to maximize social media engagement; possess a strong sense of graphic design for a variety of messages; attention to detail and commitment to producing high quality work and materials; general knowledge of project management, and budget and grant administration; ability to analyze and systematically compile information to prepare technical reports; ability to plan and monitor the work of others; ability to exercise independent judgement in the development, implementation, and evaluation of plans; ability to establish and maintain effective working relationships with community officials, professional colleagues, business and tourism community, associates, volunteer groups and the general public.

### **Education and Experience**

Requires Bachelor's degree in marketing, or related field and at least two (2) years of related experience. An equivalent combination of training and experience (as approved by the department/agency) may be used to meet the minimum qualifications of the classification.

### **Physical Requirements**

This work requires the occasional exertion of over 50 pounds of force; work regularly requires speaking or hearing, using hands to finger, handle or feel and reaching with hands and arms, frequently requires walking and occasionally requires standing, sitting, climbing or balancing, stooping, kneeling, crouching or crawling, tasting or smelling, pushing or pulling, lifting and repetitive motions; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, visual inspection involving small defects and/or small parts, using measuring devices, operating machines, operating motor vehicles or equipment and observing general surroundings and activities; work regularly requires exposure to outdoor weather conditions,

frequently exposure to wet, humid conditions (non-weather) and occasionally requires exposure to fumes or airborne particles, exposure to toxic or caustic chemicals and exposure to blood borne pathogens and may be required to wear specialized personal protective equipment; work is generally in a moderately noisy location (e.g. business office, light traffic).

### **Special Requirements**

Possession of a valid Virginia driver's license.

**Accepting applications until 11:59PM EST on Friday, August 23, 2019. Only online applications submitted through our website will be considered. To apply, please visit the [Dinwiddie County's Employment Opportunities](#) webpage.**

***Dinwiddie County is an Equal Opportunity Employer***