

CITY OF HARRISONBURG  
invites applications for the position of:

# Tourism Marketing & Social Media Specialist

An Equal Opportunity Employer

**SALARY:**

| <u>Hourly</u>     | <u>Biweekly</u>         | <u>Monthly</u>          | <u>Annually</u>           |
|-------------------|-------------------------|-------------------------|---------------------------|
| \$20.95 - \$24.09 | \$1,676.00 - \$1,927.20 | \$3,631.33 - \$4,175.60 | \$43,576.00 - \$50,107.20 |

**OPENING DATE:** 12/14/22

**CLOSING DATE:** Continuous

**DESCRIPTION:**



**Are you looking for an exciting career with an organization that allows you to utilize your professional marketing and media relations experience while making a direct impact in the local community? If so, consider applying to the City of Harrisonburg's Tourism Marketing & Social Media Specialist position!**

The Tourism Marketing & Social Media Specialist is a full-time position with benefits and a preferred hiring range of \$20.95 - \$24.09 per hour (equivalent to \$43,576 - \$50,107 annually); however, an exact salary will be dependent upon the selected applicant's qualifications. The ideal candidate for this position will assist in the promotion and marketing of Harrisonburg attractions, businesses and events while cultivating a favorable public image of the City.

As the Marketing & Social Media Specialist in Tourism, you'll play a vital role in the City's efforts to market Harrisonburg as a tourism destination through the performance of a variety of duties, such as developing social media plans, capturing photographs for promotional purposes, and assisting in the coordination, planning, and implementation of special events and projects. Additionally, in this position you'll track statistics related to marketing efforts, make daily updates to social media outlets, and assist in upkeep, updating, and editing the Harrisonburg Tourism apps. You're the ideal candidate for this position if you are able to establish and maintain effective working relationships with a diverse group of individuals while also utilizing your knowledge of the principles and practices of marketing.

A detailed list of essential functions along with the ideal candidate's knowledge, skills, and abilities for this position is available in the [Tourism Marketing & Social Media Specialist](#) class specification.

## Minimum Requirements:

- Bachelor's degree with coursework in marketing, public relations, communications, journalism, public administration, or related field and considerable (3-5 years) experience in marketing/effectively communicating in a professional capacity through social media outlets. An equivalent combination of education and experience may be used to meet this requirement.
- Valid driver's license or the ability to obtain one within 30 days of hire date.
- Availability to work flexible hours, including periodic evenings, weekends, and holidays.
- Bilingual abilities preferred but not required.
- [Click here to view the physical requirements of this position.](#)

Successful applicants for this position will be subject to the following screenings and must receive satisfactory results:

- DMV record check; and
- Criminal background check.

**To Apply:** In order to be considered, all candidates must submit a complete a City of Harrisonburg online employment application, including previous work experience and education history. This position may close at any time after 10 calendar days. (posted 12/14/2022)

***The City provides an excellent benefits package including health insurance, retirement (VRS & MissionSquare), life insurance, paid leave and holidays.***

***All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, sexual orientation, national origin, disability or veteran status.***

***The City of Harrisonburg is an Equal Opportunity Employer.***

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APPLICATIONS MAY BE FILED ONLINE AT:  
<https://www.harrisonburgva.gov/employment>

Job #5117 - (Dec 2022)  
TOURISM MARKETING & SOCIAL MEDIA SPECIALIST  
CM

OUR OFFICE IS LOCATED AT:  
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