



Isle of Wight County

Marketing and Public Relations Coordinator

SALARY	\$48,948.00 - \$64,332.00 Annually	LOCATION	Smithfield, Virginia 23431
JOB TYPE	Full-time	JOB NUMBER	1
DEPARTMENT	Tourism	OPENING DATE	12/13/2023
CLOSING DATE	Continuous		

Description

This position is responsible for utilizing marketing, sales, public relations, and social media strategies and tools in order to promote the Town of Smithfield and Isle of Wight County to consumers, groups, meetings and special events to increase tourism-related tax revenue, employment, and civic pride. Duties also include representing the tourism office by helping and/or serving on committees for local organizations in their projects/events.

Examples of Duties

- Conceptualizes programs and both writes and designs marketing materials for upcoming events, sales, calls, trade shows and ongoing marketing efforts such as: print publication and digital ads; printed collateral such as flyers, brochures, posters, etc.; videos, podcasts, other digital materials, signage and banners.
- Initiates and implements new marketing efforts and programs as needed.
- Updates, maintains, and promotes the department's websites.
- Creates and implements the department's social media marketing plan on all the department's social media platforms.
- Plans and implements the marketing budget and aspects of the special event budget.
- Determines and reports on the effectiveness of marketing efforts to the Director and appropriate stakeholders.
- Plans, coordinates, creates, and writes collateral material for sales calls.
- Coordinates dates, swag, vehicles, etc. for monthly sales calls.
- Participates in trade and bridal shows.
- Provides graphic services for other town and county departments and community sponsored events, to include designing and producing digital and social media ads, signage, collateral, brochures, flyers, posters, signage, and exhibit design.
- Plans and executes the department's annual marketing, special events advertising, and social media budgets.
- Makes recommendations that impact the budget.
- Exercises purchasing authority up to \$1,000 without approval from supervisor.
- Attends meetings, trade shows, and conferences for local, state, and regional travel and tourism organizations (VTC, VADMO, VRLTA).
- Serves on boards and committees for events, tourism-related organizations and fund-raisers.
- Cultivates contacts through sales calls, follow-ups, and sales missions/travel.
- Provides correspondence through mailings, cards, e-mails, and other media as appropriate.
- Observes all approved safety and health policies and procedures pertaining to his/her work activities and performs all work tasks in a safe and healthy manner in accordance with County policy.
- Performs other assigned duties.

PHYSICAL DEMANDS:

Light work: Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects. Requires the use of fingers, hearing, mental acuity, pushing, reaching, repetitive motion, speaking, standing, visual acuity, and walking.

Required Qualifications**MINIMUM REQUIREMENTS TO PERFORM WORK:**

- Associate's degree in relevant field or equivalent;
- Two (2) years of related work experience;
- Or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Knowledge, Skills and Abilities:

- Knowledge of the principles and practices of the hospitality and tourism industry;
- Knowledge of sales and marketing and media relations;
- Knowledge of software packages necessary for successful execution of duties;
- Knowledge of Microsoft Office (Word, Excel, PowerPoint, and other similar programs);
- Skill in the use of electronic and social media such as Facebook, YouTube, Twitter, Instagram, etc., website software (Weebly, Mailchimp, etc.), email software (Constant Contact, Mailchimp, etc.), PowerPoint; and Component Management Systems
- Skill in the use of highly technical computer applications, such as Adobe Creative Suite and graphic design programs;
- Skill in planning and organizing work;
- Skill in interpersonal relations;
- Skill in verbal and written communication;
- Skill in using computers for data entry, word processing, and/or accounting purposes;
- Ability to exude flexibility and enthusiasm.
- Ability to organize and communicate effectively;
- Ability to multitask;
- Ability to work independently with minimal supervision; and
- Ability to establish and maintain effective working relationships and communicate effectively with other employees and the general public.

Supplemental Information

**** Position available after March 2024****

Interested candidates should submit samples of their digital work and/or a link to their website that features their work along with their resume.

Please Note: All County employees may be required to report to serve our customers during emergency conditions. While some will perform their regular duties, others may be assigned to report at a different time and location and to perform different duties from their regular jobs. Employees will either be deemed essential personnel and provide services that must continue regardless of or pursuant to a state of emergency or will be deemed nonessential personnel that will be required to report to work in an emergency if they receive an assignment to shelter duty or other duty.

Agency

Isle of Wight County

Address

17090 Monument Circle, Suite 108

Isle of Wight, Virginia, 23397

Phone

(757) 365-6266

Website

<http://www.co.isle-of-wight.va.us/>

Marketing and Public Relations Coordinator Supplemental Questionnaire***QUESTION 1**

What is your level of education?

- ☐ No Degree
- ☐ Associate's Degree
- ☐ Bachelor's Degree
- ☐ Master's Degree

***QUESTION 2**

What field is your degree in?

***QUESTION 3**

Do you have experience creating a marketing budget, and plan for special events, to implement that plan, and assess and report on its effectiveness?

- ☐ YES
- ☐ NO

***QUESTION 4**

Do you have the experience developing a comprehensive marketing plan and budget? Please provide the years of experience.

***QUESTION 5**

Please explain your experience with any tourism or marketing related digital program.

***QUESTION 6**

Please explain your experience using Adobe creative suite or editing images in Photoshop or a comparable software program?

***QUESTION 7**

In a previous role, have you ever hosted a travel writer, blogger, influencer, etc. to include creating the itinerary, managing the visit, making contacts with local attraction managers, merchants, etc.?

- ☐ Yes
- ☐ No

* Required Question