



POSITION VACANCY

Tourism Marketing Coordinator

Blacksburg-Christiansburg-Montgomery County Regional Tourism
#820104-1

The Blacksburg-Christiansburg-Montgomery County Regional Tourism office is currently seeking qualified applicants for a **Marketing Coordinator**. Reporting to the Director of Tourism, the Marketing Coordinator is responsible for leading the marketing and communication programs and developing collateral materials for the Towns of Blacksburg, Christiansburg, and Montgomery County, including participation in short-and-long range planning. The Marketing Coordinator is responsible for the digital content creation, managing all aspects of the organization's social media presence and e-newsletters. This position will also track and analyze Search Engine Optimization performance metrics to measure the effectiveness of optimization strategies to drive data-informed tactics. A non-traditional occasional work schedule may be required, including events, nights, weekends, and occasional overnight travel.

Bachelor's Degree in related field preferred; two to four years of related experience preferred. The successful candidate will have demonstrated the ability to write and create digital content for a variety of media and possess excellent oral and written communication skills.

Starting salary is \$48,652; dependent on experience and qualifications, plus excellent benefits (health, dental, and vision, flex spending, life, disability, VRS retirement, 401 & 457 retirement options, onsite clinic, wellness program, and much more). Interested candidates should submit an online application with a resume and cover letter at: www.montgomerycountyva.gov/hr. Be prepared to present a minimum of three printed samples of work at the first interview. Application deadline is **Monday, August 11, 2025**. To request an application accommodation for disabilities, contact Human Resources at 540-394-2007.

Montgomery County, VA, is committed to the principles of diversity and, in that spirit, seeks a broad spectrum of candidates, including women, minorities, persons with disabilities, and veterans. As an Equal Opportunity Employer and certified Virginia Values Veterans (V3) organization, we are dedicated to nondiscrimination in recruitment, selection, hiring, pay, promotion, retention or other personnel action affecting employees or candidates for employment. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex/gender, national origin, disability or protected veteran status.

