



Marketing and Public Relations Coordinator

Employer: Marietta Visitors Bureau

Description: The purpose of this position is to promote and market Marietta as a tourism destination. This is accomplished by proactively coordinating marketing, public relations and sales programs through website and material management; events and activities production; and, partner and information resources maintenance and management.

ESSENTIAL FUNCTIONS

Marketing & Public Relations

- Manage and increase social media presence.
- Collaborate with staff and advertising agencies in design and creation of collateral and creative materials.
- Support the implementation of new website and then proactively maintain the website by ensuring appropriate and time sensitive information is compiled and submitted.
- Assist with the coordination, execution and follow up of locally hosted familiarization tours, site visits, travel tradeshow, marketing events, special events.
- Serve as primary contact for media monitoring, updates and tracking through the use of standard industry tools.
- Provide assistance at special events which may sometimes fall on evenings and/or weekends.
- Maintain printed and online calendar of local events.

Special Events

- Coordinate Taste of Marietta, which involves: working with restaurant vendors, exhibitors, publicity, sponsors, children's activities, entertainment, logistics, site layout, volunteers, and budget.
- Assist in the production of the Marietta Pilgrimage Christmas Home Tour.

Administrative

- Provide information regarding community events and activities to both walk-in guests and potential visitors.
- Maintain a well-informed working knowledge of attractions, accommodations and services available in the area to visitors.
- Other duties as assigned including special projects, marketing and general support to the Executive Director.

REQUIREMENTS

Skills

- Strong writing and verbal skills
- Independent, self-starter
- Organized and detail-oriented
- Creative
- Internet and Social Media savvy
- Strong multi-tasking and problem-solving skills
- Professionalism and customer service oriented

Position Qualifications

- Education: Bachelor's degree from an accredited college or university with major course work preferably in Tourism, Communications, Public Relations, Marketing or English.
- Experience: Minimum of two years' work experience in Marketing, Communications, Public Relations, Journalism or a related field
- Special Skills: Some desktop publishing, including writing and simple design may be required. PC and Internet knowledge and understanding, experience in e-marketing is necessary. Ability to develop and write effectively and communicate concisely – both verbally and in writing – is required.
- *Required:* Thorough understanding of MS Office Suite (MS Word, Excel, Outlook)
- *Desirable:* Photoshop

Benefits

- Paid vacation and sick leave, paid holidays, mileage reimbursement, reimbursement of a portion of medical insurance premium.

Salary Range: \$28,000 – \$32,000

Miscellaneous

- Work hours are generally 9:00 a.m. - 5:00 p.m., Monday through Friday. Given the nature of the business, some evening and weekend work is required, along with some travel.

Marietta Visitors Bureau is an Equal Opportunity Employer.

How to Apply

- Email resume and 3 writing samples to Katie Peterson, Katie@mariettasquare.com
- Resumes and writing samples can also be mailed to 4 Depot Street, Marietta, GA 30060

Application Deadline: January 22, 2014