

TOWN OF JONESBOROUGH MARKETING MANAGER

GENERAL DESCRIPTION

The Marketing Manager performs professional duties aimed at promoting Jonesborough as a premier tourist destination. This role involves developing and executing programs, activities, events, and initiatives through innovative marketing strategies. The Marketing Manager brings a high level of creativity and expertise in designing marketing campaigns and collateral which engages, informs, and inspires visitors. This position reports directly to the Tourism and Main Street Director and is a full-time role.

ESSENTIAL FUNCTIONS OF THE JOB:

- Works as a member of Jonesborough's Marketing Team meeting on a regular basis as established by the Tourism and Main Street Director to ensure on-going communication and coordination with the Town's marketing program;
- Provides graphic design skills in the development of digital ads, print ads, posters, and publications like Jonesborough's Visitor Guide, events, brochures, etc. when needed;
- Undertakes photography and video work tasks as needed, including photographing events, activities, and programs; photo and video editing; and manages archiving all photos and video;
- Manages all major social media platforms for 8 Town departments;
- Manages social media platforms including Facebook, Twitter, Instagram, YouTube and Pinterest on a schedule approved by the Tourism and Main Street Director with input from the event and program organizer;
- Collects content used for social media posting on a daily basis including pictures, video, graphics, reels, stories, testimonials, etc.;
- Communicates with marketing related stakeholders in Jonesborough on a regular basis updating parties on the status of marketing related activities and initiatives;
- Serves on and assists in the leadership with both the Marketing Team of the Town and the Main Street Jonesborough's Promotions Committee providing active input into the development of publicity plans for activities and events as well as the development of a comprehensive marketing plan for the Town and participates in work tasks associated with the implementation of the plans developed;
- Assists with marketing activities associated with Main Street Jonesborough;
- Develops and maintains working relationships with businesses and organizations in Jonesborough;
- Schedules and occasionally participates in live media interviews associated with the marketing of Town events, programs and activities, and other programs and events that are incorporated into the Town's promotional initiatives;
- Writes, edits and distributes press releases promoting Jonesborough activities, programs and events;
- Works with advertisers on the layout and development of ads promoting the Jonesborough;
- Identifies social media trends and optimizes performance based on data collected;

- Conducts social media and other marketing workshops for staff and local business owners;
- Stays current with the latest trends and best practices in marketing and social media strategies;
- Assists with web maintenance and design when deemed necessary;
- Assists with event planning and preparation as well as day of event execution;
- Performs related tasks as required.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES: An active background in graphic skills, marketing principles, practices and procedures, interpersonal communication skills, social media procedures, principals and attributes, and a strong proficiency in computer skills and desktop publishing and graphic software. Skills in photography and videography is required. Solid knowledge of Adobe Photoshop, InDesign, Premiere Pro, Illustrator, and other media editing software. Familiarity with web design and content management systems. Excellent analytical and project management skills.

ACCEPTABLE EXPERIENCE AND TRAINING: Graduation from an accredited college or university with a degree in communications, public or community relations work; recreation administration, marketing or related field, with a preferred equivalent combination of five (5) years of minimum experience and training which provides the required knowledge, skills, and abilities.

OTHER REQUISITES: From time to time the incumbent may be assigned special duties by a superior or, on a temporary basis, may be asked to assist other employees occupying a different position. Overtime work will be required on occasion. This position description should not be construed as an all-inclusive statement of every task involved in the position, but as a fair representation of the great majority of the work.

ADA REQUIREMENTS:

Physical Requirements: Tasks involve frequent walking, standing, light lifting, and carrying (10-20 lbs.); manual dexterity in the use of fingers, limbs or body in the operation of shop and office equipment; may involve extended periods of sitting at keyboard. Operation of vehicles, hand tools in which manipulative skills and hand-eye coordination are important ingredients of safe and/or productive operations.

Environmental Requirements: Tasks may require frequent exposure to adverse environmental conditions.

Sensory Requirements: Tasks require visual perception and discrimination. Tasks require oral and written communication skills. Tasks require color perception and discrimination.

Reasonable Accommodation(s): Reasonable accommodation(s) if needed will be provided for the employee to perform the required job with adequate strength, dexterity, coordination and visual acuity and in a manner that does not pose a direct threat to the health or safety of the employee or others in the workplace.