



Job Description - Pocahontas County CVB

Job Title: Marketing Specialist
Location: Pocahontas County CVB
Terms: Full Time, Non-exempt
Schedule:
Salary/Rate: Based on experience

Summary:
Summary Here

Basic Duties:

- Work closely with Executive Director and creative agency to:
 - Review, make recommendations and revise marketing strategy with assistance of creative agency, PCCVB Board of Directors Marketing Committee and Executive Director
 - Work with Executive Director to develop annual marketing and advertising budget
 - Develop advertising campaigns based on overall marketing strategy
 - Implement annual marketing and advertising plan approved by PCCVB Board of Directors Marketing Committee
 - Serve as primary contact for advertising sales representatives and refer any relevant recommended media buys to creative agency, who acts as the buying agent with the guidance of the Marketing Specialist
 - Manage Nature’s Mountain Playground brand with assistance of creative agency
 - Produce monthly and quarterly statistical reports for PCCVB Board of Director meetings that provide insight on current advertising campaigns and marketing strategies
 - Manage West Virginia Department of Tourism advertising cooperative program buys
 - Select seasonal West Virginia Department of Tourism ad co-op buys with input from creative advertising agency
 - Select overall themes for co-op buys and assist creative agency in asset selection
 - Responsible for submitting ad assets to West Virginia Department of Tourism partner portal and communication with West Virginia Department of Tourism co-op contacts on feedback and support
 - Support Material Development
 - Coordinate and attend yearly seasonal video and photo shoots for PCCVB with creative agency, including confirming locations and talent
 - Plan shot lists and manage photo/video asset needs list
 - Coordination of content for supplemental literature and fulfilment pieces
 - Coordinate annual Pocahontas County Adventure Guide with assistance of creative agency
 - Design in-house small-scale print projects
 - Website Content Management
 - Ensure maximization of web search engines
 - Produce and evaluate Google Analytical reports for website effectiveness and work with creative agency as necessary to manage proposed changes
 - Responsible for content updates on overall website and event listings on web calendar
 - Research and Analytics Analysis
 - Analyze relevant surveys and analytics to identify future marketing and advertising strategies
 - Partner Relations:
 - Work with lodging, attractions and other tourism partners and stakeholders on special promotions and partner surveys
 - Public Relations & Brand Activation:
 - Write and distribute press releases related to PCCVB activities and announcements
 - Develop tourism related features
 - Maintain updated media list for press release distribution
 - Creatively identify new ways to activate the Nature’s Mountain Playground brand through trade shows, participation in local and regional events, and other creative outlets



- Provide hospitable guest services and assist guests as needed in the Marlinton Visitor Center
- Participate in weekly staff meetings
- Keep Executive Director update regularly on projects and deadlines

Qualifications:

- Bachelor's degree in marketing, advertising, public relations, communications or another related field is preferred
- Must be able to represent the Pocahontas County CVB at the local and state level
- Must possess hospitality skills and demonstrate ability to work in a team environment
- Public speaking skills required
- Must possess strong computer skills, knowledge of budget management, public relations, marketing, advertising and communication skills
- Must have the ability to manage several projects and tasks at one time and meet deadlines
- Travel is necessary and individual should be prepared to work evenings, occasional weekends and occasional overtime
- Must be able to routinely lift 25 pounds

Acknowledgement:

I acknowledge that I have read and understand the above job description in its entirety and am capable of performing all of the stated requirements with or without accommodation.

Employee Printed Name

Employee Signature

Date