



MARKETING SPECIALIST

Visit Annapolis & Anne Arundel County (VAAAC) seeks a dynamic Marketing Specialist to enhance our marketing initiatives. We are seeking a candidate with 2-4 years of professional experience to expand our owned assets and play a key role in promoting tourism for the destination and region. This position presents an excellent opportunity for professional growth and an exciting opportunity to make a substantial impact on the growing marketing team. The marketing specialist will report directly to the Assistant Director of Communications.

Core Responsibilities:

- Develop, edit, and manage captivating digital content, including blogs and vlogs, employing industry-leading practices.
- Facilitate partner collaboration to drive digital referrals, both outbound and inbound, with hospitality-aligned businesses throughout the destination.
- Ensure content optimization for various owned assets, including our websites, print collateral, visitor centers, and digital kiosks.
- Manage the sourcing, identification, and input of partner events, festivals, and activities into our CRM tool, facilitating exposure for partner businesses on our website and providing a valuable service to enhance visitor experience.
- Manage and update data and contacts within the CRM system, including correct category tagging and implementation of organizational efficiencies, to uphold accuracy and streamline operations for enhanced marketing strategies and reporting effectiveness.
- Organize, source, and maintain a robust digital asset library for internal and external uses.
- Ensure timely and accurate delivery of brand-consistent e-mail newsletters.
- Lead the procurement, organization, sourcing, and fulfillment of our promotional supply inventory, ensuring top-tier gifts and presentation assets are readily available for clients and stakeholders as necessary.
- Assist with capturing photography at events, festivals, attractions, and beyond throughout the destination to continuously build our library of imagery for use on our website and other platforms.
- Assist in creating presentations and provide on-brand design support as needed and approved, utilizing templated design platforms.
- Collect, analyze, and compile data for monthly, quarterly, and annual marketing and sales reports. Additionally, report key metrics that demonstrate the department's impact on advancing tourism promotion objectives.
- Assist with researching, fact-checking, and sourcing content ensuring alignment with departmental and partner engagement strategies.
- Manage project workflows and timelines to support efficient campaign execution.
- Create tutorials, organize marketing files, and offer administrative support to ensure streamlined operations and easy access to resources for the entire organization.

Qualifications:

- 2-4 years of professional experience in marketing, public relations, or advertising.

- Demonstrated digital marketing proficiency in developing and managing digital content, e-mail newsletters, SEO strategies, and data analytics to drive online engagement.
- Project management experience.
- Excellent time management and organizational skills.
- Other duties as assigned.

Preferred Skills & Experience:

- Ability to create visually appealing assets using tools like Canva, Adobe Creative Suite, or other software.
- Capacity to develop innovative ideas for social media, blogs, and other digital channels to engage audiences effectively.
- Experience using and integrating AI as a tool to develop content and other creative solutions for marketing and communications strategies.
- Skilled in developing and executing content strategies across various platforms, including blog development, to achieve marketing objectives.

Salary & Benefits:

This full-time, exempt position offers a generous benefits package, a hybrid schedule, and a competitive starting salary ranging from **\$45,000 to \$55,000** based on experience.

To Apply:

Please send your resume and cover letter to HRapplications@visitannapolis.org, indicating "Marketing Specialist" in the subject line.