



Where history meets

history in the making.

HOURS: Monday – Friday, 8 a.m. – 5 p.m. Some evening and weekend work is required.

TRAVEL: Some travel is required.

DEPARTMENT: Tourism Marketing

REPORTS TO: Director of Tourism Marketing (DOTM)

STATUS: Full Time/Exempt At Will

Communications Manager

NATURE OF WORK:

Performs professional duties in developing and implementing communications programs for Disti**N**ctly Fayetteville. The position requires independent judgment and discretion in creating concise, error-free information materials to advance the promotion of the Fayetteville/Cumberland County area as a desirable destination for meetings, tournaments, and individual travel. Work is performed under the general supervision of the DOTM. Performance is evaluated through a review of accomplishments and the attainment of objectives.

EXAMPLES OF DUTIES:

1. Provide information, assistance, and services to members of the travel and trade media, bloggers, influencers, and locals, to gain stories and other positive publicity for Fayetteville/Cumberland County and Disti**N**ctly Fayetteville's successes. To include:
 - a. Plan and coordinate media familiarization tours.
 - b. Work to attract travel writers and bloggers to cover the Fayetteville/Cumberland County area.
 - c. Produce and update media materials as needed.
 - d. Develop materials, including articles and press releases in coordination with the Public Relations (PR) agency. Look for patterns to extend outreach.
 - e. Reach out to all media and associates through all channels. Ensure the media/press sections of the website are current.
 - f. Network with media through social channels, including TravMedia.
 - g. Augment PR contacts and works in concert with Disti**N**ctly Fayetteville contracted partners and agencies.
 - h. Attend media tradeshow to share story ideas. Follow-up as appropriate.
 - i. Maximize media exposure of Disti**N**ctly Fayetteville activities and achievements in collaboration with the PR agency.
 - j. Work closely with other Disti**N**ctly Fayetteville departments on media outreach and placements for their incoming groups and to build sales leads and prospects.
 - k. Work with Visit NC and their PR agency for inclusion of Disti**N**ctly Fayetteville in related PR.

2. Produce promotional materials, such as presentations, email newsletters, and other related products, including:
 - a. Assist in the development of the Annual Strategic Plan.
 - b. Assist other departments with various communications needs.
 - c. Write and produce monthly and other email newsletters.
 - d. Ensure open dialogue with all Disti**N**Ctly Fayetteville team members for efficient workflow.
 - e. Keep team members informed of Disti**N**Ctly Fayetteville activities.
3. Work with the Director of Information Technology and Data Management to become proficient in the Content Management Systems (CMS) interface to the website to independently upload blogs, press releases, and images.
4. Collaborate with the media agency to ensure the social media program is implemented as outlined in regularly scheduled meetings. Assist in implementation when needed. Specific responsibilities include:
 - a. Educate yourself and others about opportunities on TripAdvisor and GoogleMy Business.
 - b. Manage community presence on TripAdvisor, GoogleMyBusiness, and VisitNC.
 - c. Others as determined by Disti**N**Ctly Fayetteville alignment efforts.
5. Point of contact for the image library. Respond to media, event planners, group operators, and team members' requests for images. Organize and maintain the library of all images. Work with team members for ease of use of the directory and the ability to find photography.
6. Maintain electronic files of all Disti**N**Ctly Fayetteville products, including any print ads. Update the files at least every quarter.
7. Serve as the point of contact for the VisitNC extranet database.
8. Maintain and participate in applicable industry networks. Continue to educate yourself and team members on press and media trends in the tourism industry. Educate yourself on the latest social and technology applications.
9. Other tasks as deemed necessary.

KNOWLEDGE, SKILLS, AND ABILITIES:

1. Knowledge of principles of effective communications and mass media, publicity, advertising, and community relations, including a working knowledge of newspaper, radio, television, and related media operations and practices.
2. Proficient in various social media platforms and software, including, but not limited to, Facebook, Instagram, LinkedIn, YouTube, Flickr, Crowdriff, Mailchimp, and Canva.
3. Knowledge and ability to analyze research, marketing strategies, publicity, and promotions programs and needs.
4. Ability to learn and maintain knowledge of Disti**N**Ctly Fayetteville organizational policies and goals that apply.
5. Ability to gather, compile, and compose information for news releases, newsletters, informational brochures, and other related materials and to design effective and attractive publications and other written materials concisely and accurately.

6. Ability to establish and maintain an effective working relationship with team members, media representatives, public officials, and others throughout the community.
7. Ability to plan, organize and effectively present ideas and concepts to groups and to communicate effectively and professionally orally and in writing.
8. Ability to assimilate information from various sources, analyze information, and recommend a course of action to be taken to enhance the goals and objectives of DistiNCTly Fayetteville.
9. Ability to exercise sound judgment and discretion in the performance of the job duties and to represent DistiNCTly Fayetteville in a positive, enthusiastic, and professional manner.
10. Ability to develop, recommend and maintain technical media and production services, supplies and equipment.
11. Maintain a working knowledge of computer programs, including Microsoft Office Suite, Grammarly, Simpleview, and other computer programs required by the position.
12. Build a working knowledge of the tourism industry to include Cumberland County and the assets contained within.
13. Ability to be self-sufficient.
14. Ability to request training needs and implement current trends and lessons acquired.
15. Ability to lift, push and carry up to 35 pounds.

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS:

1. Bachelor's Degree from an accredited college or university with a major in communications, marketing, journalism, resort management, or a related field or equivalent work experience.
2. Have a demonstrated ability to prepare press releases and blogs/articles and communicate effectively with media members.
3. Prior Destination Marketing Organization/Convention Visitor Bureau experience in a similar capacity and background in the hospitality industry and/or marketing is preferred but not required.
4. MAC Operating System knowledge is preferred.
5. Three years of writing experience.
6. Experience with the necessary skills, knowledge, and abilities, as noted above.

CONDITIONS OF EMPLOYMENT:

1. Each applicant who has tendered an offer for employment must have and maintain a valid North Carolina driver's license with an acceptable driving record.
2. Employment is at will: the team member may quit or be discharged at any time for any reason per applicable North Carolina laws.