



Where history meets

history in the making.

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

**TRAVEL:** No travel is required.

**DEPARTMENT:** Marketing

**REPORTS TO:** Director of Marketing

**STATUS:** Full Time/Exempt At Will

**This is a time-limited position that will last nine months. Anticipated start Date is October 1.**

## Marketing Coordinator

### NATURE OF WORK:

Performs professional duties in helping implement communications listings for DistiNCtly 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 Director of Marketing. Performance is evaluated through a review of accomplishments and the attainment of objectives.

### EXAMPLES OF DUTIES:

1. Completes reports on organic social media metrics, email marketing and others as assigned.
2. Assists with scheduling social media posts per an editorial calendar.
3. Assists with web updates, to include uploading blogs and press releases.
4. Manages DistiNCtly Fayetteville listings and events on the VisitNC website. Upload events as they are announced, and add new listings as needed. Twice per year review all content, including hotels, to ensure accuracy.
5. Write blogs, press releases, articles and other content as needed or assigned.
6. Supports community outreach manager on event activations
7. Assists with board reports.
8. Manages the Distinctly Fayetteville image library to include uploading and organization.

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10. Other tasks as deemed necessary.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

1. Ability to multitask several projects at one time with tight turnaround times.
2. Excellent communication skills including the ability to clearly express thoughts, ideas, and concepts, verbally and in writing, in the English language.
3. Skilled in organizing, prioritizing, and analyzing multiple assignments simultaneously.
4. Ability to learn and maintain knowledge of Distinctly 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 needed to promote the Greater Fayetteville community
6. Ability to establish and maintain an effective working relationship with team members and stakeholders 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 exercise sound judgment and discretion in the performance of the job duties and to represent Distinctly Fayetteville in a positive, enthusiastic, and professional manner.
9. Maintain a working knowledge of computer programs, including Microsoft Office Suite, Grammarly, Simpleview,, and other computer programs required by the position.
10. Build a working knowledge of the tourism industry to include Cumberland County and the assets contained within.
11. Ability to be self-sufficient.
12. Ability to lift, push, and carry up to 35 pounds.

**MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS:**

1. 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.
2. Three years of experience in maintaining reports and data.
3. Experience managing/administering contact management systems is a plus.
4. Strong written, verbal, and interpersonal skills, especially customer interaction, are critical.
5. 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.