



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: Marketing

REPORTS TO: Director of Marketing

STATUS: Full Time/Exempt At Will

Storyteller

Organization Mission: To position Cumberland County as a premier destination for conventions, tournaments and individual travel.

The Storyteller will produce professional content that showcases the attributes of Cumberland County’s tourism community. The content is created in alignment with organizational goals and objectives.

Essential Duties and Responsibilities:

1. Plans and implements all aspects of video production, including logistics, shooting, and editing.
2. Manage Distinctly Fayetteville’s video-sharing platforms and produce analytics on those platforms.
3. Write, workshop, and accept direction on scripts.
4. Maintain technical mastery in evolving video mediums—Educate self as needed.
5. Oversees organic social media content for DistiNCtly Fayetteville, including Facebook, Instagram, LinkedIn, TikTok, and other channels as determined necessary.
6. Works closely with DOM and DMM on content calendar to ensure all efforts are in synergy.
7. Develop and produce a monthly podcast for Distinctly Fayetteville to highlight an aspect of our tourism offerings.
8. Blog writing.

9. Other duties as assigned.

Knowledge, Skills, and Abilities

1. Experience in videography, editing, and photography.
2. High attention to detail and a keen eye for visual storytelling.
3. A self-starter with a proven track record in digital space.
4. Knowledge of the hospitality and tourism industry.
5. Proficiency in equipment related to video production.
6. In-depth knowledge of current trends and best practices.
7. Ability to learn and maintain knowledge of DistiNCtly Fayetteville organizational policies and goals that apply to the area of responsibility.
8. Ability to establish and maintain an effective working relationship with team members, community and constituency, public officials, and others.
9. Ability to plan, organize and effectively present ideas and concepts to groups and to communicate effectively and professionally, orally and in writing.
10. Ability to exercise sound judgment and discretion in the performance of job duties and represent DistiNCtly Fayetteville in a positive, enthusiastic and professional manner.
11. Build a working knowledge of the tourism industry to include Cumberland County and the assets contained within.
12. Ability to be self-accountable.
13. Ability to lift, push or carry up to 35 lbs.

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. 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.
3. Three years experience producing professional-quality video content.

Conditions of Employment

Each applicant who has tendered an offer of employment must have and maintain a valid North Carolina driver's license with an acceptable driving record. Current copy of insurance must be provided at time of hiring and kept current in employee file.