



Job Title: Marketing and Communications Manager  
Reports To: Assistant Director

Summary Job Description: Marketing and Communications Coordinator

Develops and maintains Visit Frederick's website (CMS) & CRM, communications and media relations efforts, social media accounts, social media advertising (Facebook/Instagram/Google ads) and cultivates positive media coverage of Frederick City and County as a travel destination.

Essential Duties & Responsibilities:

Website (CMS) & CRM

- Acts as the primary liaison contact between Visit Frederick and Simpleview including, but not limited to the following:
  - Participates in monthly SEO calls with Simpleview point of contact.
  - Participates in monthly CRM calls with Simpleview point of contact.
  - Maintains, reviews, and updates the contractual agreements with Simpleview under the guidance of the Assistant Director.
  - Analyzes SEO efforts and implements recommendations from Simpleview per the monthly SEO report.
  - Analyzes CRM data to ensure that all departments are correctly inputting information and works with Simpleview to resolve CRM issues as they arise in a timely manner.
  - Works with Simpleview to resolve CMS issues as they arise in a timely manner.
- Maintains and updates the website (CMS & CRM) on a daily basis including, but not limited to the following:
  - Content, navigation and images throughout the website.
  - New blog content created monthly or as assigned.
  - Frederick Restaurant Week microsite.
  - Provides strategic recommendations and implements changes to CRM and CMS platforms outside of content variation. Examples could include upgrades, design changes, or adjustments to data input.
- Assists Visit Frederick staff with any technical questions regarding the CRM and CMS including data retrieval.
- Monitors, tracks and provides regular reports on web performance. Provides analysis of such reporting and implements plan adjustments accordingly.

Social Media

- Plans and executes social media marketing & advertising strategies and initiatives that align with the overall strategic marketing plan including, but not limited to:
  - Buffer
  - Facebook
  - Twitter
  - Instagram
  - Vimeo
  - Google
- Responds in a timely manner to questions and comments on all social media channels.
- Executes and monitors social media advertising under the guidance of the Assistant Director.
- Executes and monitors social media advertising under the guidance of the Assistant Director.

- Maintains Frederick Restaurant Week social media efforts on behalf of Visit Frederick.
- Explores and provides recommendations regarding Visit Frederick's presence on emerging platforms and implement when appropriate.
- Monitors, tracks and provides regular reports on social media performance.

## Media Relations

### Media Pitches and Relations

- Writes, edits and issues press releases on behalf of Visit Frederick.
- Researches and reviews media outlets, analyzing their audience, quality of work, and likelihood to produce beneficial coverage of Frederick County.
  - Actively pitch stories to the appropriate media outlets.
- Gives telephone, radio and TV interviews and/or arranges to have the appropriate member of the staff do the interview.
- Maintains/expands press kits and responds to media inquiries to provide the requested information.
- Creates strategic media plans focusing on media reaching key target markets for Visit Frederick.
- Tracks and analyzes press coverage from year to year through the CRM, including but limited to: quality, reach, audience, and cost.
- Attends regional, national, and international travel media tradeshow representing and actively pitching Frederick County.

### Community Communications

- Creates and manages emergency public relations & communications plans and actions. Coordinates with relevant parties outside of the organization at City & County governmental entities.
- Develops and maintains good relations with local (Frederick County) media outlets to generate a positive image of Visit Frederick among the local community.

### Travel Writers and Bloggers

- Plans itineraries and makes arrangements for travel writers and bloggers based upon assigned stories and hosts them on tour when requested/appropriate.
- Assess the cost and benefit of hosting each media outlet and respond accordingly.
- Manages and advances local influencer program, *Fans of Frederick*.
- Maintains an active database of travel writers, editors and media associates based on specific interests.

### Content Management

- Writes editorial copy for a variety of Visit Frederick audiences, including, but not limited to the following:
  - Visit Frederick's newsletters (email and printed), blog, social media and other online platforms; work in conjunction with the Assistant Director to update copy for visitors guide and niche brochures.
  - Creates content for advertising under the guidance of the Assistant Director.

### Personal Performance Objectives:

- Achieve measurable goals for number of media assists, pitches, website usage and other performance indicators.
- Implements the assigned programs and projects of the annual marketing plan, according to the established timelines, goals, standards and expectations of quality, integrity and service.

### Key Duties & Responsibilities: Estimated % of Time Activity

30%

Website (CMS) and CRM: Acts as staff liaison to Simpleview, updates website daily, analyzes SEO efforts and implements recommendations from Simpleview per the monthly SEO report, Monitor, track and provide regular reports on web and social media performance. Provides analysis of such reporting and implements plan adjustments accordingly.

Content Management: Writes editorial copy for a variety of Visit Frederick audiences and created sponsored content for advertising.

30%

Media Relations: Writes, edits and issues press releases on behalf of Visit Frederick, actively pitches stories to the appropriate media outlets, creates strategic media plans focusing on media reaching key target markets for Visit Frederick, tracks and analyzes press coverage from year to year including but limited to quality, reach, audience, and cost through the CRM, attends regional, national, and international travel media tradeshows representing and actively pitching Frederick.

Travel Writers and Bloggers: Plans itineraries and makes arrangements for travel writers and bloggers based upon assigned stories and hosts them on tour when requested/appropriate.

20%

#### Content Management

Writes editorial copy for a variety of Visit Frederick audiences, including, but not limited to the following: Visit Frederick's website, newsletters (email and printed), blog, social media and other online platforms; work in conjunction with the Assistant Director to update copy for visitors guide and niche brochures. Creates content for advertising under the guidance of the Assistant Director.

20%

Executes social media marketing and advertising strategies and initiatives that align with the overall strategic marketing plan including but not limited to: Facebook, Twitter, Instagram, YouTube and other pertinent online platforms.

### Requirements, Skills and Abilities:

- Bachelor's Degree and minimum of 3-5 years of experience in media relations and pitching stories to the media combined with digital marketing experience, including the execution of social media marketing strategies and managing website content.
- Excellent writing skills for short and long form content, including websites, blogs, press releases and social media.
- Experience in coordinating and administering multiple projects simultaneously and in a fast-paced working environment.
- Knowledge of Microsoft Office and general knowledge of office equipment.
- Able to develop and maintain positive relationships with local, national and international media.
- Experience and high comfort level with public speaking and media interviews (newspaper, radio and TV)
- Able to set and meet goals (media equivalency, travel writer trips, media/press kit distribution, press release distribution).
- Able to adjust personal and professional schedule to work evening and weekend hours as necessary.
- Must have a valid driver's license and access to a car.

- Occasionally lift up to 40 lbs.
- Must be willing to travel (both day and overnights trips) for industry conferences/trade shows and regionally within Maryland and the mid-Atlantic for meetings.

Please send cover letter and resume to: Becky Bickerton, Assistant Director, [bbickerton@fredco-md.net](mailto:bbickerton@fredco-md.net) using subject line MARKETING AND COMMUNICATIONS MANAGER