

Welcome Center and Marketing Specialist

Classification: Full Time, Exempt, Salaried
Reports To: Marketing and Qr gtcvkqpu

Position Summary: Responsible for supporting the key areas and responsibilities as assigned by the Marketing Manager and the VIC Supervisor, including responding to visitor phone inquiries. Marketing duties include those related to Company projects/events, social media, digital marketing, website, analysis and reporting, and other duties as assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Visitor Information Center

- Provide excellent guest service to visitors by handing out informational materials such as brochures, maps, and visitor guides.
- Assist visitors with answering questions about lodging information, activity reservation, etc.
- Maintain a neat, clean appearance and positive, energetic attitude.
- Take advantage of all resources and staff knowledge in thoroughly assisting guests, e.g. reference books, on-line, business contact information, pricing.
- Participate in new property tours and training programs to remain current. Participate in regular staff training.
- Be an expert in all areas of information and guest services, providing accurate information.
- Operate gift shop with the highest standard of honesty and trustworthiness.
- Maintain accurate paperwork and records. Maintain cleanliness and organization of location.

Marketing Collaboration

- Develop and maintain a strong working knowledge and positive relationship with staff and departments, being aware of the overall goals and priorities.
- Assist in the development and implementation of the annual marketing and communications schedule supporting the marketing and revenue enhancement goals.
- Work with affiliated organizations to assist with selected marketing initiatives.
- Support and assist videographers and photographers with assigned projects. Collaborate with these professionals and develop a monthly assignments schedule, coordinating logistics and partners. Perform related project-site work, as needed.

Social Media and Digital Marketing

- Create communications programs and products that effectively describe and promote the company, its partners, and its services including graphics, collateral, brochures, fact sheets, guides, and other promotional products.
- Create daily posts across all platforms, interacting with partners/partner accounts, and responding to comments and messages in a timely manner.
- Participate in developing an effective annual social media plan, including responding to current events and incidents.
- Establish and maintain effective management of the Company's website and social media outlets to ensure an accurate, professional presentation that aligns with the Company's goals and brand.
- Research content and programs related to social media and other outlets.
- Compile and distribute a monthly recap of social media performance, new initiatives, and related research to management.

Website Management

- Research local events, festivals, live music, community information, and local news and update content accordingly. Review Google related analytics. Update information at least weekly.
- Research content and programs related to social media and website trends. Create content and SEO support, as directed by Manager.
- Effectively manage CVB's partner extranet by onboarding new partners, assisting with requests and approvals, and updating message boards with timely announcements and resources.
- Work with Marketing and Communications Manager to update, create and develop content for the Golden Isles blog and blog homepage. Create new page builds.
- Manage online calendar of events by continually adding new events, ensuring all event information is correct, removing events following cancellations, etc.
- Take ownership of weekly live music schedule. Work with community partners and music venues to ensure weekly live music is correct and updated in a timely manner.
- Carefully edit site content and modify content, photography, video, contact information for area businesses/partners, etc., as directed by Manager. Remove out-of-date content.
- Answer website submissions, as needed.
- Manage webcams, including monitoring functioning, troubleshooting, communicating with vendor, updating sites, and exploring new sites.
- Participate in and initiate department brainstorming/review meetings with marketing team.

Development & Miscellaneous

- Develop and maintain a strong, working knowledge of internet trends, social media, tools and technology that will enhance visibility and image in that medium.
- Actively seek out relevant learning opportunities and skill-development resources to stay current in marketing, communications, technology, and the industry.
- Maintain confidentiality of sensitive and confidential information of employees, partners, and the Company.
- Contribute to the positive environment of the team and the Company.
- Perform additional duties, as required.

Hours: Exact working hours and days are to be determined. Typically, office hours will be when the Center is open. However, project work will require hours to be worked in the evening, on weekends and holidays, as needed.

Salary Range: Based upon experience

Benefits Package: Refer to Handbook

Performance Review: Formal review at least at 90-days, then annually

Critical Skills and Attributes

- Customer focus
- Performance and results-oriented
- Teamwork
- Dependability and accountability
- Positive and energetic demeanor
- Verbal and written communication skills
- Resourcefulness
- Quality of work and detail-oriented
- Computer skills and use of technology

* GICVB reserves the right to add or delete duties as necessary.