



JOB TITLE: Marketing Communications Manager

Organization Summary: VisitGreenvilleSC (VGSC) is a not-for-profit, membership-based, economic engine, and accredited Destination Marketing Organization (DMO). We proudly represent and serve the City and County of Greenville, South Carolina, the hospitality industry, and hundreds of small businesses. As Greenville's official sales and marketing organization, our *Mission* is to maximize Greenville's Visitor Economy by developing and promoting exceptional visitor experiences to elevate the quality of life and prosperity for our community.

VGSC is a values-based organization placing a great deal of importance on adhering and embracing the following values in all that we do:

- **Integrity:** Doing the right thing all the time. We build trust through honesty, transparency and respect.
- **Open:** We actively seek new perspectives with the belief that we're stronger because of our differences.
- **Resilience:** We believe our response to adversity, not the adversity itself, defines who we are. We are positive, flexible and persevere to find success.
- **Passion:** We are inspired by an authentic love for Greenville, and we strengthen our community by sharing it with the world.
- **Excellence:** Our team, our vendors and our stakeholders deliver bold, creative and high-performing solutions.

Position Summary: The Marketing Communications Manager will be responsible for managing communications and advocacy initiatives for the destination of Greenville, SC to increase both leisure and group visitation, and grow local awareness of how tourism and VGSC have a positive impact on our community. As a team member, this role will partner with other Marketing team members and advocacy committee to support and assist with implementing the organization's marketing strategic plan and all the tasks that are associated with the plan. This role will work with a team that participates in the output and management of advertising, agency management, marketing strategy, creative development, public relations, website management, email marketing, tradeshow support, and event planning.

Essential Duties and Responsibilities:

- Assist with implementing an integrated strategic content and communications plan to advance the brand's identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key audiences and stakeholders.
- Demonstrate and communicate knowledge of product information including marketing initiatives, market research, brand strategy and corporate social responsibility pillars.
- Participate in the implementation of the annual marketing and communications plan and budget

- Collaborate with agencies as necessary
- Manage PR agency partners in strategy to generate positive editorial coverage, media hosting, interview requests, analytics review, crisis communications planning and general PR project support
- Manage various creative and marketing materials required to support communications efforts
- Develops and manages industry stakeholder and resident communications initiatives
- Supports all staff with corporate communication needs in verbal, visual or written formats
- Partners with other marketing team members to support projects requiring writing, such as newsletters, content articles, talking points, media quotes, etc.
- Analyze campaign results, research results and industry trends to recommend changes to strategies based on analysis and feedback.
- Prepare and present reports & presentations to a variety of audiences, including local media and stakeholders
- Be actively involved in the community and public organizations, serve on local boards and committees as appropriate
- Other duties as determined by Leadership

Candidate profile: The successful incumbent will be one who understands and appreciates the importance of collaboration, teamwork, and hospitality. Success will lie in this individual's ability to assist in creating effective communications strategies that span a wide spectrum of target consumers and residents. This incumbent will be a strong, clear and compelling communicator (written, verbal and presentation) and able to prepare plans and disseminate messaging to respective audiences. A team player, this incumbent must be detail oriented and have strong project management skills. Additionally, this incumbent will be a sound problem solver and resilient in nature.

Qualifications:

- Bachelor's degree in communications, journalism, marketing, business, or equivalent experience
- Three (3) to five (5) years' minimum working experience in communications field
- Experience in travel/tourism industry preferred; hotel, agency and/or DMO experience a plus
- Experience with communicating data heavy information in a consumer friendly manner
- Excellent communication skills both verbal and written
- High proficiency in Microsoft Powerpoint
- Proficiency in Microsoft and Google products
- Experience working with current platforms/technology in the marketing space
- Must be able to lift up to 25 lbs. and transport equipment and materials for use in programs
- Able to effectively manage time and work independently with minimal supervision
- Able to travel and work varied hours, including evenings and weekends, as needed

VisitGreenvilleSC is an employer that offers equal opportunities. We evaluate qualified candidates and do not discriminate against any employee or applicant on the basis of race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), parental status, national origin, age, disability, genetic information (including family medical history), political affiliation, military service, or other non-merit-based factors as defined in federal and state laws, or any other characteristics protected by federal or state law.