



TITLE: Communications & Marketing Assistant

REPORTS TO: Vice President of Destination Marketing & Development

STATUS: Full Time/Salary

HOURS: Monday – Friday 8am – 5pm. Some evening/weekend work and travel required.

SUMMARY OF POSITION:

The Communications & Marketing Assistant is responsible for assisting in the planning, development, deployment, and analysis of Greenville-Pitt County Convention & Visitors Bureau (Visit Greenville, NC) leisure, meetings, and sports marketing and communications. This position will also be responsible for assisting in the development of projects and initiatives to grow the Greenville-Pitt County destination.

The ideal employee must be extremely detail oriented and have the ability to meet deadlines, manage, and prioritize multiple projects at once. Job performance evaluations include the successful completion of tasks in a timely fashion, and ensuring that the end-products support our overall brand strategy and marketing objectives. Work in this industry requires the use of sound professional judgment, initiative, tact, and diplomacy in the performance of duties. Public contact is frequent and includes a variety of local tourism-related businesses, community stakeholders, vendors, and visitors. Work is performed under the supervision of the Vice President of Destination Marketing & Development.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Assist in coordinating and collaborating on tourism marketing campaigns for leisure, sports, and meetings markets with advertising agency of record
- Assist in writing and distributing pertinent press releases on events and CVB activities and initiatives
- Assist in creation and development of all Visit Greenville, NC and Greenville-Pitt County Sports Commission marketing, promotion, and collateral materials
- Assist in creating and coordinating content for Visit Greenville, NC social media platforms: Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok, Pinterest, etc.
- Assist in the coordination of a blog program on the Visit Greenville, NC website

- Create and distribute monthly Visit Greenville, NC Events E-Newsletters
- Create and distribute quarterly Greenville-Pitt County Tourism Insider E-Newsletters
- Create and distribute quarterly Greenville-Pitt County Sports Commission E-Newsletters
- Assist in maintaining accurate Greenville-Pitt County Tourism Asset Database
- Maintain and update Visit Greenville, NC website calendar of events
- Maintain and update Visit Greenville, NC website with new listings and content
- Update and maintain listings and events on Visit North Carolina website as extranet contact
- Assist in generating Visit Greenville, NC Communications & Marketing monthly reports
- Assist in developing Visit Greenville, NC & Greenville-Pitt County Sports Commission Annual Reports
- Attend Visit North Carolina media missions to build media network as needed
- Assist in organizing and executing media FAM tours and tours for other groups
- Attend educational conferences to further professional development
- Attend professional organization meetings and represent Greenville-Pitt County CVB on at least two (2) industry and local boards and/or committees as availability permits
- Give presentations to community organizations, educational classes, and other groups as requested
- Provide staff support at promotional tables at community and industry events
- Attend full CVA Board meetings as requested by President & CEO/Vice President of Destination Marketing & Development
- Perform other related work as required and to assist the Vice President of Destination Marketing & Development with additional projects as needed to meet to meet the evolving needs of the organization and destination

Other Responsibilities:

This job description above is not a comprehensive list of activities, duties, or responsibilities that are required for this job, as these may be subject to change at any time without notice. There may be times when the employee in this position is asked to help other team members with their work and to complete tasks outside of this description to meet the overall goals of the organization.

QUALIFICATIONS:

- Bachelor's degree with a minimum of 2 years of experience in communications, marketing, content creation, or digital marketing. Preferred degree in Communications, Marketing, Journalism, Tourism, Hospitality, or other related field, or a combination of education, coursework, experience and/or technical training necessary to meet the requirements of this position

- Excellent writing, communications, and proofing skills with demonstrated experience required
- Proficiency with Microsoft Office Suite
- Knowledge of AP Style guidelines preferred
- Experience working with Adobe Creative Suite and Canva preferred
- Experience working with email distribution software, such as MailChimp, Constant Contact, or others
- Experience working with web content management systems, with experience with Simpleview CMS a plus
- Goal-driven with the ability to effectively manage multiple priorities and projects while adhering to strict deadlines
- Must be a strategic thinker and a proven self-starter able to support the achievement of organization and destination goals
- Appreciation and knowledge of Greenville-Pitt County tourism community a plus
- Must be able to use sound judgment and discretion
- Well-organized, self-motivated, and comfortable in a fast-paced environment
- Excellent attention to detail and accuracy required

PHYSICAL REQUIREMENTS:

The work environment and physical demands described here are representative of those that must be met by an employee to successfully complete the essential functions of this job. Reasonable accommodations can be made to enable individuals with disabilities to perform essential functions.

- A majority of work tasks involve working indoors alone on the computer and/or over the phone, collaborating with team and community members, as well as tourism partners
- Must be able to sit or stand at a desk for long periods of time
- Work also involves occasional travel to attend local, state, regional, and national meetings, conferences, and events
- Requires bending, squatting, sorting, kneeling, and reaching to ground level and overhead as required for tasks such as retrieving boxes of brochures and working events
- Must be able to hold, lift, grasp, carry, push or pull up to 50 pounds
- Ability to climb stairs while carrying objects up to 50 pounds in weight
- Must be able to occasionally work outdoors at community events as needed

TRAVEL REQUIREMENTS:

Must have a valid North Carolina driver's license, current automobile insurance, and own or have access to an automobile when needed. Some local travel, mostly within Greenville-Pitt County, is required, but not extensive.

SALARY & BENEFITS:

Salary compensation is based on a combination of experience and qualifications. Cell phone stipend provided. Travel outside of Pitt County with a personal vehicle will be reimbursed mileage based on annual IRS standard gas mileage rates.

A progressive and comprehensive benefits package is provided including 12 paid holidays per year, accrued vacation and sick time as well as one floating PTO day per year. In addition, employees are covered by various retirement, deferred compensation, health insurance, life insurance, and additional optional programs. The Greenville-Pitt County Convention & Visitors Bureau (Visit Greenville, NC) also encourages and financially supports professional development opportunities for its employees.

ABOUT THE GREENVILLE-PITT COUNTY CONVENTION & VISITORS BUREAU:

The mission of the Greenville-Pitt County Convention & Visitors Bureau (Visit Greenville, NC) is to foster an environment of superior travel and tourism experiences for all market segments while generating significant economic impact for our destination and local hospitality related businesses.

EQUAL OPPORTUNITY EMPLOYER:

The Greenville-Pitt County Convention & Visitors Bureau (Visit Greenville, NC) is an equal opportunity employer. We do not regard race, color, religion, national origin, age, sex, pregnancy, marital status, disability, genetic information, veteran status, sexual orientation or any protected class characteristic when seeking to hire. This practice, in addition to hiring, applies to our recruiting, training, transfers, promotions, job benefits, pay, dismissal practices, social and recreational activities, and any other term or condition of employment.

The Greenville-Pitt County Convention & Visitors Bureau (Visit Greenville, NC) strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures for consideration for this position.

HOW TO APPLY:

Please send a resume, cover letter, references, a writing sample, and any other relevant supporting materials to Sierra Jones, Vice President of Destination Marketing & Development at sierra@visitgreenvillenc.com by Monday, November 7, 2022.

A background check and negative drug test will be required before starting employment.