



Visit 
Milledgeville

Marketing Director

Visit Milledgeville
Milledgeville, Georgia

About Us

Once the capital of Georgia, Milledgeville is known for its historic architecture, charming downtown district and diverse recreational experiences. Listed as one of Budget Travel's "[Top 10 Coolest Small Towns in America](#)" Milledgeville is home to a bustling university community, a trendy downtown district, historic and cultural excellence and lakeside lifestyle experiences.

Milledgeville is a laid-back destination where you can enjoy the expansiveness of [Lake Sinclair](#) or spend the afternoon strolling the vibrant and architecturally inspiring historic district. Whether you are touring [Georgia's Old Governor's Mansion](#), kayaking the Oconee River, or shopping at local boutiques, our charming town is the perfect small town destination where visitors are invited to find their personal vibe.



About Visit Milledgeville

Visit Milledgeville, or the Milledgeville-Baldwin County Convention & Visitors Bureau, is the official tourism marketing organization for the beautiful Milledgeville-Baldwin area. Our organization works to develop and enhance tourism for the Milledgeville-Baldwin area in both leisure and group markets and targets consumers with research-driven marketing programs leveraging Lake Sinclair, cultural attractions, recreation facilities and locally owned businesses. At Visit Milledgeville, we love our community and we have the pleasure of celebrating all it has to offer to create economic impact for the businesses that call the area home.

Position Summary

The Marketing Director of Visit Milledgeville is a leader, a creative, and a highly motivated and collaborative team player who desires to creatively and strategically boost Milledgeville-Baldwin's brand presence as Marketing Director for Visit Milledgeville. Under the supervision of the Executive Director, the person in this position will have the opportunity to promote our charming town, drive awareness and demand for travel to the Milledgeville-Baldwin area and make a difference for the businesses who are established here.

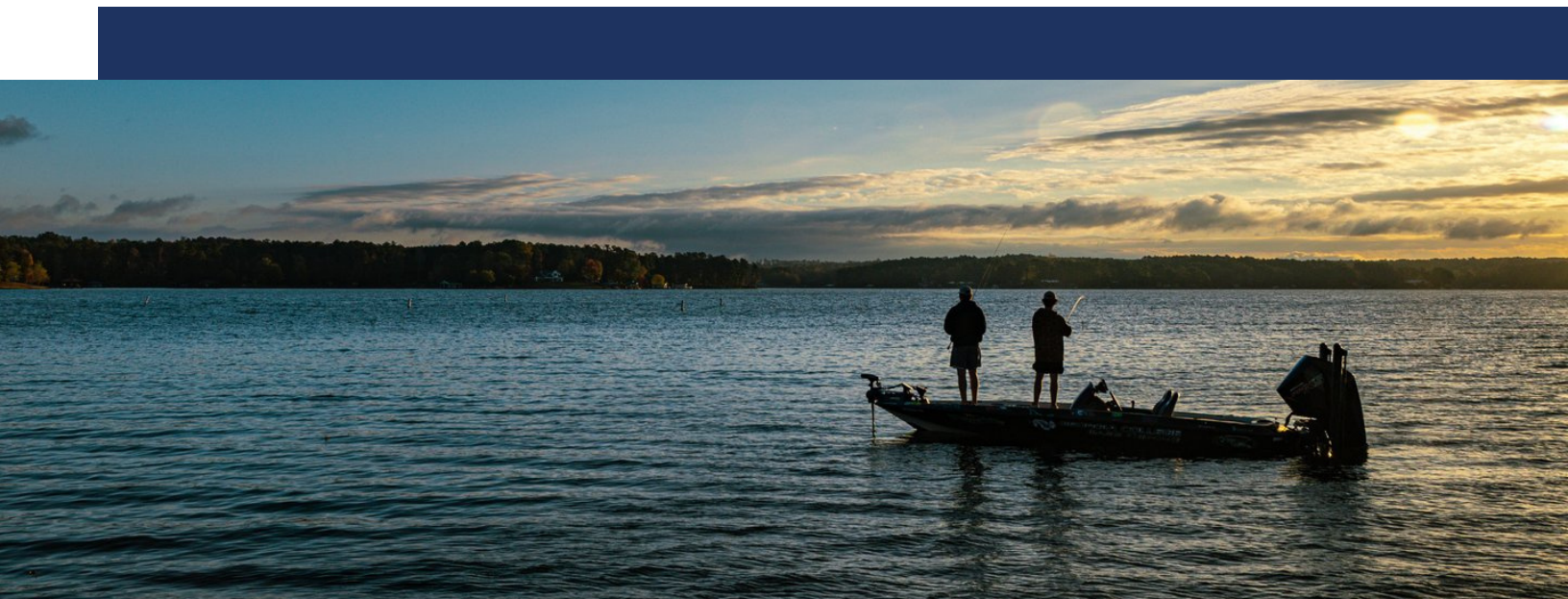
The ideal candidate should have a strong understanding of both the creative and strategic side of traditional marketing channels (print, radio, outdoor) and digital marketing channels, including but not limited to SEO/SEM, social and influencer marketing strategies. This position will lead the marketing team in strategy and goal creation as well as budget management.



Job Duties & Responsibilities

Strategy Development

- Identify, plan and recommend an annual marketing strategy for the marketing team, based on industry research, competitive set and customer data to increase destination awareness and achieve goals.
- Assess campaign strategies and metrics by monitoring results, analyzing key performance indicators and making real-time adjustments based on findings and industry trend research.
- Manages creation and budgeting processes for external marketing communications including, but not limited to, television, radio, print, outdoor, social media promotion, digital advertising and email campaigns.
- Coordinates public relations efforts including strategy development, pitching, press release creation, media visit coordination, and familiarization planning support.
- Acts as lead on brand management standards and oversees the creation of compelling promotional materials, including photography, videography and print publications.
- Manages accounts and relationships with outside agencies, including advertising, digital marketing and public relations.
- Oversees the development and negotiation of the contracts with marketing-related service providers and develops key metrics for return on investment and quality performance.



Job Duties & Responsibilities

Leadership Duties

- Supervises the Content Manager and Marketing Internship positions, including creating goals, objectives, and accountability.
- Serves as a leadership team member, interacting with and reporting to board members and stakeholders as required, representing the collective ideas of marketing staff.
- Monitors competitor products, sales and marketing activities.
- Works collaboratively with all departments and works cross-organizationally to create a unified strategy.
- Interfaces with the local and statewide hospitality industry and represents Milledgeville-Baldwin at various local, regional and statewide hospitality meetings and events, including but not limited to the Deep Roots Festival, Georgia's Lake Country and Georgia's Trail of Legacy & Lore.
- Presents campaign insights to internal and external stakeholders.
- Performs additional job duties and responsibilities as assigned.



Qualifications

- Experience in marketing or advertising principles.
- Five to seven years of professional experience that includes a Bachelor's degree in Marketing, Advertising, Mass Communications or Business Administration with a focus on experience working in marketing or related fields.
- Extensive knowledge of advertising, graphics/print/production, digital marketing and video production.
- Experience in developing compelling written, verbal and visual media presentation materials.
- Experience of website management with familiarity in a CRM system preferred.
- Experience in successful communication, project management and presentation skills.
- Must be willing to travel for regional, state and potentially national conferences.
- Must possess a valid Georgia drivers license.

Top Priorities

- Get to know the destination, community stakeholders and fellow staff members.
- Create, implement and lead an influential long-term marketing strategy that aligns with the strategic goals of the organization.



Next Steps

Salary range is \$49,000 to \$54,000 based on applicable experience. Benefits to include holiday leave, PTO, retirement, and health benefits.

Candidates interested in applying should email a cover letter and resume to Executive Director, Rebekah Snider, at rebekah@visitmilledgeville.com.

Please note final candidates will be subject to a background and reference check. E/O/E

