

VISIT ROWAN COUNTY

SALISBURY, NORTH CAROLINA

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JOB TITLE: Destination Content Coordinator
REPORTS TO: Director of Marketing & Digital Experience
JOB CATEGORY: Destination Marketing & Visitor Services
SALARY RANGE: Based on Experience

SUMMARY: The Rowan County Tourism Development Authority Destination Content Coordinator holds a strategic role with responsibilities in marketing and visitor services. This position works as a collaborative team member within the Rowan County Tourism marketing team.

DUTIES AND RESPONSIBILITIES – DIGITAL MARKETING:

- Be a key liaison for organic social media content with Rowan County hospitality partners and events
- Actively visit Rowan County partners as a key liaison to support and service marketing efforts and foster positive experience through digital marketing
- Support the organization's goal of positive relationships with destination partners through digital marketing
- Engage with visitors throughout the destination and at partner events
- Create engaging and authentic content for all social media channels, such as: Twitter, Facebook, YouTube, Instagram, blog and digital communications as directed
- Lead social listening & metric analysis/reporting to harvest insights for future content ideas and maximizing content performance
- Work in collaboration with the Director of Marketing & Digital Experience to curate content and develop digital content calendar for RCTDA social media platforms.
- Implement brand story telling across platforms in a thoughtful and strategic manner aligned with overall brand growth and marketing initiatives
- Regularly review partner and event listings to ensure information is up-to-date and correct
- Continually gather and submit information to CRM for partner events and listings
- Provide concepts, strategies and recommendations on social media management, destination marketing and communications.
- Maintains a cohesive working relationship with all personnel to ensure a unified and effective promotional effort

DUTIES AND RESPONSIBILITIES –MARKETING/VISITOR SERVICES:

- Serve as a key resource for implementing visitor related overnight stay packages
- Support the organizations' goal of positive relationships with destination partners through visitor servicing
- Engage with visitors throughout the destination and at partner events
- Participate in marketing, committee, board, and business meetings as required.
- Prepare meeting admin for marketing, committee and board meetings as required.
- Other duties as assigned.

REQUIREMENTS:

- Demonstrates record of achievement in social media, marketing and/or hospitality
- Strong skills in creativity and ingenuity
- Strong time management, project management, communication skills and interpersonal skills to be able to focus on engaging social media channels
- Strong interpersonal skills and the ability to foster positive relationships
- Bachelor's degree in tourism hospitality, marketing, communications or equivalent
- 1-3 years of work experience in hospitality, marketing, social media, communications or equivalent
- Organized and detail oriented
- Positive and a self-starter with ongoing enthusiastic interest to learn new skills
- Will work outside of normal business hours that will include nights and weekends
- Work in a fast-paced environment with set timelines and ability to adapt to changing environment
- Maintain positive brand standards and image

Interest and resumes can be sent to Michalec@visitsalisburync.com