



Visit Syracuse

109 S. Warren St., Suite 10, Syracuse, NY 13202

www.VisitSyracuse.com

JOB DESCRIPTION

JOB TITLE: Media & Content Strategist (Full-time, salaried)
DEPARTMENT: Marketing
SUPERVISOR: Vice President of Marketing

SUMMARY:

The Media & Content Strategist works alongside a dedicated marketing team to develop and implement communications strategies that consistently raise the profile of Visit Syracuse. As part of that team, you will work to curate, distinguish, and expand the Visit Syracuse brand – inspiring travel and creating economic vitality for stakeholders, and quality of life benefits for residents.

ESSENTIAL DUTIES & RESPOSIBIITIES INCLUDE THE FOLLOWING:

Establish and maintain effective working relationships with others, analyze situations accurately and adopt an effective course of action; work both independently and as a team member; meet schedules and timelines, and manage appropriate follow-up.

- Work as key liaison to public relations efforts, either organically from within or via partner agencies. Follow-up, in full detail and on a timely basis, communications/PR leads.
- Coordinate, research, write, and distribute media updates/lists, press kits, etc.
- Create and maintain strong relationships with media, including out-of-market travel journalists as well as in-market local journalists, resulting in a targeted media database, based on acquired knowledge of interests.
- Assist media in developing and researching story ideas.
- Develop itineraries for journalist visits, and accompany those visits as requested, sometimes during non-traditional work hours.
- Develop innovative news items based upon data, research, trends and creative ideas collectively generated by the marketing team.
- Establish reporting system of progress on all stories, inclusive of those pitched via targeted public relations efforts, as well as story ideas pitched to local media.

- Assist with content development of collateral and digital materials as assigned, including copywriting, editing & proofing.
- Seek opportunities to author articles on tourism in the Greater Syracuse area as requested by media and publishers.
- Assist with ongoing growth of integrated social media communications and associated marketing outreach, including TikTok, YouTube, etc.
- Build upon tourism marketing programs that enhance the destination image and sales efforts, including, but not limited to, niche and seasonal campaigns.
- Demonstrate great interpersonal skills with the ability to interact effectively with all levels of management, as well as with people from a variety of cultural backgrounds.
- Willingness to learn and continuously train within the Visit Syracuse destination database system.
- Additional marketing projects and duties as assigned.
- Working knowledge of Google AdWords a plus, along with a willingness to expand within this realm.

REQUIREMENTS:

- Overall appreciation for the appeal of Syracuse, Onondaga County and the CNY region as a visitor destination.
- Have a grounded focus on accessibility, sustainability, diversity, equity, and inclusion.
- Strong writing and communications skills including command of the English language, embracing correct grammar, spelling, punctuation, and vocabulary.
- Creative and detail oriented.
- Annual professional development opportunities of timely topics are continually offered. Visit Syracuse values education, networking, and professional associations and expects active and enthusiastic participation by team members.
- Must be able and willing to travel, and sometimes work non-traditional hours.
- Ability to confidently engage in community outreach.

The ideal candidate will have a bachelor's degree from an accredited academic institution in Communications, English, Marketing, Public Relations or related field.

Send resume & cover letter, along with two reference letters to:

Carol Eaton

SVP / Vice President of Marketing

CEaton@VisitSyracuse.com