

Washburn County Tourism Association, Inc.

Marketing Director - Job Description



Title: Marketing Director

Department(s): Washburn County Tourism Association (WCTA)

Reports To: Executive Director

Position Overview

The marketing director will support the executive director with the operational, outreach, and marketing services and functions of Washburn County Tourism Association and will report directly to the executive director. The role of the marketing director will specifically support the marketing and promotion of the Washburn County area and serve as brand ambassador. The marketing director will attend appropriate meetings and events, and perform duties as assigned. In the absence of the executive director, the marketing director will temporarily assume the necessary duties of the executive director.

Essential Duties & Responsibilities

Operational:

- Marketing budget oversight
- Event management
- Spooner Rodeo sales and office functions (per contract)
- Working directly with the executive director, manage fundraising projects and utilize tourism industry grants as applicable
- Perform administrative office functions as needed, including but not limited to updating and maintaining the project management platform

Outreach:

- Deliver messaging, programming, and measurables to assist the tourism industry with providing excellent customer service to visitors
- Working directly with the executive director, serve as a point of contact with elected officials and other related organizations supporting the tourism industry and economic development, including local destination organizations and chambers
- Manage group sales & marketing including meetings, reunions, weddings, and group tours
- Provide excellent customer service to visitors
- Interact in a positive manner with all WCTA board of directors, contacts, and personnel
- Develop and maintain good working relationships with area businesses
- Coordinate photo and video shoots based on the needs of the organization

Marketing:

- Serve as brand ambassador for the tourism industry in Washburn County
- Develop and manage marketing & PR budget with input from executive director
- Manage the marketing & PR plan and strategy
 - Management of websites and social media
 - Management of advertising placements per marketing plan

- Manage the design of marketing materials per marketing plan
- Review the effectiveness of all marketing campaigns
- Design promotional booth displays and attend shows as required

Minimum Educational Requirements:

Bachelor's Degree or equivalent work experience in Tourism or related field is preferred.
One to Two years of field experience is preferred.

Abilities Required:

Must have excellent computer skills and be proficient in Microsoft Office Programs (ex: Word, Excel) as well as G-Suite Program (ex: Gmail, Docs, Sheets, Forms, etc.), and should have the ability to learn new computer programs quickly as needed. For the person in this position, previous marketing & graphic design experience is preferred; marketing experience should include the following but is not limited to, creative writing, social media (ex: Facebook, Twitter, Instagram), website editing. For the person(s) in this position, excellent customer service experience is preferred and should have good knowledge of area attractions, restaurants, shops, lodging, wayfinding and more. Must be able to lift up to 50 pounds.

Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Additional Information:

HR use only	
Job code	56700: 601-1
Generic title	Marketing Director
Starting Pay Scale	\$40,000 - \$44,000
Management? (Yes/No)	Yes
E/NE status	NE
Last revised	06/20/2025