



MARKETING & COMMUNICATIONS MANAGER

POSITION SUMMARY

The primary responsibility of the Marketing & Communications Manager is to build and maintain marketing and communications projects and day-to-day tasks that enhance the image of the Kosciusko County Convention and Visitors Bureau (KCCVB) and Kosciusko County as a dynamic travel destination. Supports the tourism office in a professional manner and should enjoy teamwork, travel, and tourism, and is able to put on their creative hat to connect visitors to experiences in Kosciusko County. Reports to the Executive Director. Work is evaluated through observation, attendance, reports, and annual review.

PRIMARY AREAS OF RESPONSIBILITY

Administration

- Implements the assigned programs and projects of the annual marketing plan, according to the established timelines, goals, standards and expectations of quality, integrity, and service.
- Practices financial acumen in maintaining marketing budget.
- Practices in annual and long-range marketing planning.
- Fulfills advertising insertion orders in a timely manner. Works with the Executive Director on development of advertising creative utilize the bureau brand guidelines.
- Manages blog program, Engage Kosciusko Passports Program, seasonal travel content, and other content creation and campaign initiatives.
- Manages content creation and pagination while working with the Executive Director for development of the annual visitor guide. *
- Initiates creative and manages program for video and photography production.
- Maintains productive public relations with travel writers by enhancing destination visibility.
- Efficiently organizes all content in the bureau's cloud for safe keeping.
- Manages & assists Digital Content & Visitor Services Manager with the management of website content.
- Maintains a cohesive working relationship with all other personnel to ensure a unified and effective promotional effort and dynamic work culture.
- Maintains a well-informed working knowledge of the attractions and services available in the area to visitors and acts as liaison between the entities and the visitor.
- Consistently learns the destination to provide visitor center information services.

*The Kosciusko County Convention & Visitors Bureau is an equal opportunity employer.
Please send resumes to Cori Humes, Executive Director of the KCCVB at cori@koscvb.org.*

Key Characteristics

- Able to initiate and follow through on actions employing creativity and resourcefulness:
- | | | |
|--------------|---------------|-------------------|
| Enthusiastic | Collaborative | Customer- Centric |
| Responsive | Listener | Multi-Tasker |

BENEFITS/ENVIRONMENT/CERTIFICATION/QUALIFICATIONS

Work Environment

- Normal office environment with accessible entry. Some minor lifting may be necessary. Stairs for lower-level access.
- May require routine driving to various locations.
- Ability to work nights and weekends as needed.

License / Certification Needed

- Valid driver's license; Social Security Card; Proof of auto insurance/driver's liability insurance.

Qualifications

- Four-year degree in marketing, advertising, public relations, communications, or equivalent experience.
- Excellent interpersonal, writing, and communication skills.
- Digital marketing experience in social media platforms and WordPress.
- Administration of multi-projects simultaneously.
- Some graphic design experience in Adobe Lightroom and Canva.
- Proficient in Microsoft Office, especially Microsoft Word, Microsoft Outlook, Microsoft Excel, and Microsoft Teams.

Other Information:

- Work location: In office at 111 Capital Drive, Warsaw, IN 46582.
- Visitor Center Hours: 8:00am-4:00pm, Monday-Friday.

Benefits:

- Salary based on experience.
- Retirement and health stipend.
- Monthly cell phone stipend.
- Ten paid holidays, vacation, sick, and personal days.

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