

Visit Wabash County
Job Title – Creative Lead & Marketing Strategist

General Duties:

The primary responsibility of the Creative Lead & Marketing Strategist is to drive the creation of promotional strategies with the ability to design marketing collateral. Responsible for building marketing material that showcases the amenities in Wabash County and the services, events, and programs of Visit Wabash County (VWC) and deliver effective marketing solutions to ultimately grow tourism.

Reports to the Executive Director; work is evaluated through observation, reports, goal driven projects, and annual review.

Overall Responsibilities:

GENERAL

- Create and execute operational plans and budgets
- Build comprehensive marketing plans for projects, programs, and events
- Build comprehensive marketing initiatives that drive brand awareness
- Represent VWC at community events and festivals as needed
- Maintain contact databases
- Support event's team when needed
- Ability to analyze data driven campaigns
- Ability to drill-down target audiences

MARKETING

- Create and implement comprehensive marketing strategies that drive tourism
- Create print material promoting VWC events that are in line with VWC brand guidelines
- Create digital content to be used on the VWC website, social channels that are in line with VWC brand guidelines
- Create promotional content to be used on banners, billboards, and mailings
- Assist content and brand manager with mix of advertising, promotions, direct mail, trade shows, and social media
- Understands how to effectively leverage Facebook, Instagram, TikTok, Snapchat, and Twitter
- Oversee the production of photography and videography for VWC

Professional Qualities:

- Thinks strategically
- Outgoing and personable
- Creative with an ability to design promotional material
- Flexible and trainable
- Thrives in a fast-paced environment
- Takes direction and works well with the Executive Director and others
- Organized and able to handle scheduling tasks
- Possess strong communication skills
- Excellent at multi-tasking and multi-project management
- Dependable, reliable, and punctual

Requirements:

- BA/BS degree or a minimum of 5 years of experience
- Proficiency using marketing and content management systems
- Refined communication, management, leadership, and analytical skills
- Experience working cross-functionally with content and event teams
- Proficient in Microsoft Word, Excel, Canva/Adobe InDesign/Adobe Photoshop
- Knowledge of iMovie or Adobe Premier Pro, and Mac products
- Knowledge of Google Analytics, Google AdWords

Position and Benefits:

- Full-time
- Salary
- PTO
- Paid Holidays
- Retirement
- Insurance

Resume Submission Requirements:

- Include a cover letter and resume
- Include 3 professional references
- Include portfolio of design samples
- Include portfolio of innovative marketing strategy samples

Submission should be sent to the attention of the Executive Director, Visit Wabash County, 221 S. Miami Street, Wabash, IN 46992 or via email to tourism@visitwabashcounty.com