

Marketing & Communications Coordinator/PIO

Department: Tourism Department

Reports to: Tourism Director

Supervision Exercised: None

Supervision Received: Work is performed under the supervision of the Tourism Director for Pulaski County.

Classification: (FLSA): Non-Exempt, Full-time

Work Hours: Monday – Friday, 8:00 am until 5:00 pm. Some holiday, weekend and evening work may be required.

ESSENTIAL FUNCTIONS: The essential functions of the job will be to assist with the development of the tourism strategic plan to promote and increase revenue. The position will require the ability to think creatively and resourcefully while possessing knowledge of multimedia platforms, especially on various social media outlets, while still possessing knowledge of traditional platforms. The individual should understand the importance of research and be able to create and provide marketing material aligned with the tourism strategy. In addition, the individual will need good communication and customer service skills to process promotions to the public in person, via email, and/or phone pertaining to activities or general information about Pulaski County. Finally, this person must possess an attitude of excellence always wanting to aspire to the next level.

JOB REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions. Possession of a valid driver's license issued by the Commonwealth of Virginia is required. Employee must successfully pass a drug test and background check.

REQUIREMENTS:

- Provide administrative support to the director
- Manage social media resources and platforms software
- Assist with drafting and execution of marketing strategies for the tourism department
- Perform market research
- Excellent communication skills-press releases, articles, blogs, brochures
- Graphic Design skills for flyers, brochures and other media
- Excellent customer service skills and ability to work effectively with the public
- Must be responsible and dependable
- Must possess good computer and record keeping skills
- Assist with budget management
- Make presentations

- Answer inquiries pertaining to local tourism and events
- Provide directions and maps out destinations for visitors

KNOWLEDGE, SKILLS AND ABILITIES:

- Ability to communicate effectively and proficiently with the public and staff
- Knowledge of the community and the recreational aspects of Pulaski County
- Skill to proofread and record accurate data
- Knowledge of computer software; Adobe, Canva, or compatible software
- Understanding of all social media platforms
- Excellent organizational skills

ADA REQUIREMENTS: Frequent bending, stooping, standing, walking, reaching and carrying items weighing up to 50 pounds on an occasional basis. The position also requires constant use of the visual and auditory senses as well as dexterity and skills with office equipment.

EDUCATION AND EXPERIENCE:

Bachelor's Degree in Communication, Public Relations, or tourism preferred or equivalent experience.

PROFESSIONALISM AND CONFIDENTIALITY:

- Understands and consistently implements all County policies and procedures
- Maintains confidentiality with all vendors and employee transactions and activities
- Shares knowledge and assists other staff with day to day activities to promote effective teamwork to accomplish the goals of the County

TRAINING AND JOB DEVELOPMENT:

- Develops and sets own personal goals for acquiring new skills and job growth
- Participates in conferences, workshops, webinars, and other opportunities to maintain current awareness of County trends for educational growth
- Works with staff to discuss and resolve problems and provide ideas for improvement

Note: This job description is not intended to be all-inclusive. An employee will also perform other reasonably related job responsibilities as assigned by the supervisor or County Administrator. Pulaski County Administration reserves the right to revise or change job duties as the need arises. Moreover, management reserves the right to change job descriptions, job duties or working schedules based on their duty to accommodate individuals with disabilities. The job description does not constitute a written or implied contract of employment.

I have read, understand and accept the duties, standards and expectations required of this position. I hereby affirm my good faith compliance with all County policies and procedures.

Employee: _____

Date: _____