



TOURISM & DIGITAL MARKETING REPRESENTATIVE JOB DESCRIPTION

Job Title: **Tourism & Digital Marketing**

Job Code: **FR102**

Representative

Effective Date: **October 2017**

Pay Grade: **22**

Revision Date: **October 2017**

FLSA: **Exempt**

NATURE OF WORK

Under limited supervision, coordinates and performs a variety technical and administrative functions on behalf of Lewis County Tourism development. Develops, creates and modifies electronic marketing content for the tourism projects and economic development.

ESSENTIAL FUNCTIONS:

*The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

- Administers the tourism and social media presence of Lewis County as assigned.
- Develops, creates and modifies existing website or social media content for Lewis County websites; troubleshoots and resolves problems within scope of authority and exercises independent judgment within Department policy guidelines.
- Creates all content on tourism pages from blog posts to event listings, photos and video, and more.
- Administers technical aspects of tourism pages, ensuring links are properly formatted, theming and coding issues are kept to a minimum, and styled elements are in good appearance on both desktop and mobile browsers; requiring 24/7 monitoring.
- Continually refreshes visual elements of the website to increase appeal to visitors.
- Analyzes data in order to determine which audiences to reach and generates ideas on which types of content to promote through advertising and marketing.
- Shoots photos and video with a department specified camera compatible to meet the needs of the department, and operates other equipment as needed for use on web and social media, and printable materials.
- Creates graphical elements for web and social media.
- Maintains an active and growing repository of photo and video for use for tourism, ; other county entities; and/or other destinations or events as assigned.
- Interacts and responds to public inquiries, request for information, and present at public events.
- Assists in creation of print banners and media upon request.
- Compiles data and reports using current and past analytical data to analyze trends in user base; refers to website and other resources in order to identify success on the website and social media reach.
- Creates and administers advertisements through Facebook, Google, and other social media, search engines, or venues.
- Attends, coordinates, and may facilitate planning and brainstorming meetings and Tourism as required.
- Meets with stakeholders in collaborative projects when required.

- Trains others on necessary similar job skills.

WORKING ENVIRONMENT / PHYSICAL DEMANDS:

Work is performed in an office environment, in and around fairground facilities, and in public and social settings, utilizing computers, smart phones, iPad, and other peripheral equipment; may occasionally be required to lift up to 30 lbs. Requires vision capacity to perform fine calibrations and differentiate between colored wires.

EMPLOYMENT STANDARDS:

Associate's Degree in Marketing, Graphic Design, Computer Science, Business, or a closely related field; AND three (3) year's digital marketing experience.

Valid Driver's License is required. Proficient in Microsoft Office, Adobe Photoshop/Lightroom, and Drupal. Video and photography expertise. Specific marketing or computer skills may be required.

KNOWLEDGE AND SKILLS:**Knowledge of:**

- County policies and procedures.
- Fairground operations and events.
- Principles and practices of digital marketing.
- Marketing campaigns and methods of implementation.
- Various types of marketing and social media relative to tourism.
- Departmental records, reports, and documentation.

Skills in:

- Coordinating and performing a variety of tourism & marketing functions.
- Developing and implementing tourism and marketing campaigns.
- Public relations and communication.
- Use of photo and video equipment.
- Use of social media and marketing platforms.
- Designing and producing various types of tourism and marketing materials.
- Effectively promoting the County's tourism and annual events.
- Establishing and maintaining effective working relationships with other staff, volunteers, vendors, industry professionals, trade organizations, the media, and the general public.
- Communicating effectively verbally and in writing.