



Marketing Manager

CVB03

Convention & Visitors Bureau

Reports to: CVB Executive Director

Salary Grade: 112

FLSA Status: Exempt

Job Code: CVB03

Date: July 2, 2025

JOB SUMMARY

This position is responsible for managing the resources and information related to marketing, public relations, digital campaigns, advertising, social media, and website management. This position will assist in the overall marketing strategy of the destination. This position will be responsible for managing all operations of the Visitor Center, as part of the marketing towards the tourist and visitors.

ESSENTIAL FUNCTIONS

- Assists all walk-in visitors and answers all visitor inquiry telephone calls, email and mail promptly and informatively.
- Assist and manage marketing projects from the Executive Director; manage marketing efforts with content writing, social media posting, blog writing, proofing/editing, website updates and additional marketing responsibilities as needed.
- Provides support to the sales and marketing efforts as assigned; prepares correspondence; maintains files and records; and prepares regular and special reports.
- Creates and manage events or programs to attract more visitors into the Welcome Center partnership with the Executive Director and provide support for event operations as needed.
- Maintains a well-informed, working knowledge of Peachtree City's accommodations, attractions, events, services, recreation areas, weather conditions, and general local information available in the area to help visitors; act as a resource between these entities and the visitor.
- Ensures that visitor information publications are well stocked in the lobby, outside the lobby, and on display tables; disposes of outdated materials. Arranges annual mailing and ongoing mailings of the Peachtree City Guides to third party fulfillment center and state VICs; arrange seasonal mailing of promotion brochures with third-party fulfillment center. Replenish supplies with them as needed. Maintain a list of locations that display Peachtree City brochures. Ensure all locations are adequately supplied with the most up to date brochures.
- Fulfill requests from all advertising and sales lead sources and develop specialized visitor information for each lead as needed in a timely manner.
- Supports sales with promotional and informational collateral, content curation, and creative.
- Assists in filling group information requests/welcome packets as needed in a timely manner.
- Covers booths at events and welcome tables at booked conferences, manages events or

- programs to attract more visitors into the Welcome Center and handles merchandise sales.
- Responsible for managing merchandising and inventory reporting of Welcome Center Store inventory and marketing items.
 - Makes bank cash deposits from Welcome Center cash register and makes trips to bank for change.
 - Maintain Welcome Center Handbook/Visitor Information resource book for quick reference.
 - Acts as back-up to part-time Visitor Center Information Representative to cover absences due to vacation, illness, etc.
 - Occasional overnight travel for select conferences and training, including after-hours and weekend events required.
 - Performs related duties.

KNOWLEDGE REQUIRED BY THE POSITION

- Knowledge of modern office practices and procedures.
- Knowledge of social media, websites, and advertising management.
- Knowledge of City and departmental policies and procedures.
- Knowledge of the structure, functions, and operations of City departments.
- Knowledge of computers and job-related software programs with a high level of understanding in Word, Excel and PowerPoint.
- Knowledge of email marketing software.
- Skill in problem solving.
- Skill in prioritizing and organizing work.
- Skill in the provision of customer service.
- Skill in the maintenance of files and records.
- Skill in the use of office equipment such as a computer, scanner, and copier.
- Skill in oral and written communication.
- Skill in interpersonal, organizational and communication skills.
- Proficient in management of social media channels.
- Proficient in content creation.
- Ability to work cooperatively and collaboratively in a workplace of dignity and respect.
- Ability to read, write, and perform mathematical calculations at a level commonly associated with the completion of high school or equivalent.

SUPERVISORY CONTROLS

The CVB Director assigns work in terms of general instructions. The supervisor spot-checks completed work for compliance with procedures, accuracy, and the nature and propriety of the final results.

GUIDELINES

Guidelines include City and departmental policies and procedures. These guidelines are generally clear and specific, but may require some interpretation in application.

COMPLEXITY/SCOPE OF WORK

- The work consists of varied administrative and customer service duties. Frequent interruptions

contribute to the complexity of the position.

- The purpose of this position is to provide support for sales and marketing, event planning, and event operations. Successful performance contributes to the efficiency and effectiveness of department operations.

CONTACTS

- Contacts are typically with the advertising agency of record, publication sales staff and advertising departments, local businesses and hotels, co-workers, other City employees, and members of the general public.
- Contacts are typically to give or exchange information, resolve problems, and provide services.

PHYSICAL DEMANDS/ WORK ENVIRONMENT

- The work is typically performed while sitting at a desk or table or while intermittently sitting, standing, or stooping. The employee frequently lifts heavier objects weighing approximately 25-30 pounds.
- The work is typically performed in an office or at event sites/booked conferences.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY

None.

MINIMUM QUALIFICATIONS

- High school diploma or equivalent required; a Bachelor's degree is preferred, ideally in marketing, public relations, communications, or a related field.

One to two years of experience in a similar role or equivalent internship/apprenticeship is preferred, with priority given to candidates who have worked in a visitor and convention bureau or a comparable setting.

The qualifications listed above represent the credentials necessary to perform the essential functions of this position. To be successful in this position, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of this position.

I have read and accept the responsibilities for this position.

Print Name: _____

Signature: _____

Date: _____