



Marketing and Events Specialist

Convention & Visitors Bureau (CVB)

CVB/07

Reports to: CVB Executive Director

To apply for this position, please copy the following link into your browser and follow the prompts:

<http://www.peachtree-city.org/Jobs.aspx?UniqueId=77&From=All&CommunityJobs=False&JobID=Marketing-and-Events-Specialist-Conventi-262>

Salary Grade: 16
Job Code: CVB/07

FLSA Status: Non-Exempt
Date: January 8, 2019

JOB SUMMARY

This position performs specialized duties related to the marketing function of the Convention and Visitors Bureau (CVB).

ESSENTIAL FUNCTIONS

- Prepares marketing presentations; oversees all CVB printed materials, State of Georgia Tourism material and information requests, and coordinates site inspections and familiarization (FAM) tours.
- Creates and updates itineraries, copy writing, FAM itineraries, and works with travel writers.
- Maintains knowledge of hotels, special events, meeting facilities, recreation venues, including space expansions, space limitations, renovations, and special arrangements for group business.
- Coordinates and maintains a list and inventory of all sales and marketing resources as needed for sales efforts.
- Maintains updated hotel, event, and attraction information for Peachtree City publications, digital marketing, and website.
- Secures venue and prepares and executes agenda, invitations, and presentations for hotel marketing meetings.
- Maintains and updates website and its asset management software, keeping the site information up to date; including news, calendar of events, and special offers.

- Assists with marketing efforts by maintaining and updating ad placement spreadsheet; maintains advertising files including, but not limited to, submitting ad contracts and invoices; managing ad production materials, and proofing and preparing monthly reports.
- Assists with research, preparation, design, and proofing of all Peachtree City collateral and website.
- Responsible for general filing.
- Prepares required correspondence.
- Represents Peachtree City at City-sponsored local events and other events as required and prepares and operates trade show booths for event services.
- Responsible for handling television and film requests.
- Provides support and shared oversight of web and social media for the organization.
- Performs related duties.

KNOWLEDGE REQUIRED BY THE POSITION

- Knowledge of tourism industry, hospitality industry, and marketing principles.
- Knowledge of Word Press or similar web design program, Microsoft Office applications, with advanced expertise in Word and Excel; proficiency with personal computers and handheld devices.
- Knowledge of customer service principles and practices.
- Knowledge of social media.
- Knowledge of office procedures, methods, and equipment; must have thorough knowledge of proper phone etiquette, basic business letter writing; and administrative procedures affecting inventory and promotional items.
- Knowledge of local attractions, activities, and contacts.
- Skill in problem solving.
- Skill in organization, prioritizing, multi-tasking, and planning.
- Skill in interpersonal relations.
- Skill in oral and written communication.
- Ability to type 50 wpm.
- Ability to exercise good judgment in maintaining information, records, and reports.
- Ability to read, understand, and review documents for accuracy and relevant information.

- Ability to deal with all levels of personnel in a courteous and efficient manner and exercise discretion on confidential matters.
- Ability to work both independently or collaboratively, depending upon nature of project.
- Ability to work under pressure dictated by event schedules and project timetables.
- Ability to work cooperatively and collaboratively in a workplace of dignity and respect.

SUPERVISORY CONTROLS

The CVB Executive 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 department 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 related administrative, marketing, and customer service duties. Frequent interruptions contribute to the complexity of the position.
- The purpose of this position is to support the marketing function of the CVB. Successful performance contributes to the effectiveness of department operations.

CONTACTS

- Contacts are typically with coworkers, advertising vendors, travel writers, the State Department of Tourism, and members of the general public.
- Contacts are typically to collaborate with other organizations, 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 occasionally lifts light and heavy objects.
- The work is typically performed in an office and outdoors, occasionally in cold or inclement weather.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY

None.

MINIMUM QUALIFICATIONS

- Knowledge and level of competency commonly associated with completion of a baccalaureate degree in a course of study related to the occupational field.
- Sufficient experience to understand the basic principles relevant to the major duties of the position usually associated with the completion of an apprenticeship/internship or having had a similar position for one to two years.

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.