



501 South Water Street | Elizabeth City, NC 27909  
**VisitElizabethCity.com**

## **Marketing & Communications Specialist**

### **Overview**

Do you want to be part of a team that is cultivating new and innovative programs as part of a destination's revitalization and renaissance? We are looking for a motivated colleague to coordinate the development and execution of Visit Elizabeth City's overall marketing and communications efforts. Your opportunities to help us be successful include handling Visit Elizabeth City's website, media relations activities, development of print and digital marketing materials, social media strategy and promotion of tourism related events and assets.

### **What you would do (most of the time):**

- Come up with fun, creative promotional campaigns, advertising and other special projects designed to generate leisure travel and overnight stays in the area.
- Be our in-house designer for marketing materials, creating advertisements, posters, and more.
- Own the development, continued innovation and content maintenance of the Visit Elizabeth City (and associated) websites.
- Create and publish regular blog/website content
- Oversee and maintain various VEC social media platforms and other digital campaigns with curated, on-brand content
- Write content for, design and build email campaigns, manage recipient lists and monitor results
- Collaborate with the PR Agency of Record, journalists and other media to generate creative ideas that garner positive publicity
- Help us organize, maintain, and grow the Visit Elizabeth City library of photos and videos
- Continue to learn and grow as a marketing guru, especially by participating in professional societies and activities related to the destination marketing profession.
- Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs) for presentation to stakeholders
- Work with Executive Director to create and manage annual marketing budget , marketing plan, and annual report
- Cultivate relationships with the VisitNC team and communicate regularly about Visit Elizabeth City
- Attend partner events and destination special events to take photos/videos and build relationships with partners. Provide assistance during large tourism related events.
- Perform other related work as required to meet the evolving needs of the DMO and to assist the Executive Director to meet the mission of the organization.

**Skills and Abilities:**

- Ability to initiate projects, work independently and efficiently, and contribute to successful team environment
- Attention to detail and organization, ability to prioritize tasks
- Ability to learn quickly and think progressively
- Proficient in creative writing, editing and proofreading skills.
- Proficiency with Microsoft Office suite, Adobe Creative Suite (including InDesign, Illustrator and Photoshop), Facebook, YouTube, Instagram and other social media platforms.
- Strong social media strategy and content marketing skills
- Knowledge of the latest social media trends and tools, backend website management, website development and Google analytics.

**Experience and Qualifications:**

- Bachelor's degree in related field preferred or the equivalent combination of education, training, and experience which provides the requisite knowledge, skills and abilities for this job.
- Knowledge of the tourism and hospitality industry preferred.
- Minimum of two-three years' experience working in a related capacity (can include internships). Background in public relations, media relations, marketing, social media and advertising preferred

*Visit Elizabeth City is an equal opportunity employer that offers a competitive salary, healthcare benefits, PTO and North Carolina retirement to its full-time employees. Full time, salaried position. Salary commensurate with experience, \$35,000 to \$48,000.*

**To apply: Submit a persuasive cover letter explaining your interest in the job along with your resume.**

**\*\* Cover letter required. \*\***

Visit Elizabeth City  
Attn: Marketing Job  
501 South Water Street  
Elizabeth City, NC 27909  
[Info@VisitElizabethCity.com](mailto:Info@VisitElizabethCity.com)

**About Visit Elizabeth City**

The Elizabeth City-Pasquotank County Tourism Development Authority is a North Carolina Public Authority doing business as Visit Elizabeth City. As our community's Destination Management Organization (DMO), Visit Elizabeth City plays an essential role in managing tourism at the local level to help attract travelers and support businesses. We're responsible for promoting the City and County through branding campaigns, media relations and high-quality product development as well as collaborating with and maintaining effective communication with partners and stakeholders. In addition to our daily efforts to bring more visitors to the destination, we also work to make our travel economy more sustainable and enjoyable for visitors for years to come.