The Natchez Convention Promotion Commission/Visit Natchez (NCPC) is seeking applications for a full-time Marketing Manager. Interested candidates should submit resumes to the NCPC via email to visitnatchezjobs@gmail.com or via mail to Visit Natchez, c/o Human Resources, 500 Main Street, Suite 1, Natchez, MS 39120.

APPLICATION DEADLINE: Open until filled.

ORGANIZATION MISSION: The mission of the NCPC and Visit Natchez as the city’s official destination marketing organization is to increase the economic impact of tourism in Natchez by developing and promoting the city to individual and group visitors.

PRINCIPAL PURPOSE OF JOB: The Marketing Manager will be responsible for developing and executing a Marketing Plan and strategically planning initiatives through Digital Marketing, Print Advertising, Social Media, Public Relations and other mediums to achieve our mission. This Manager will utilize analytics to evaluate our success and future opportunities. The Marketing Manager will facilitate an active relationship with hotels, bed & breakfasts, restaurants & attractions in the Natchez area as well as peers in the industry. This position will work closely with the Tourism Marketing Advisory Committee and reports directly to the Executive Director of the NCPC.

ESSENTIAL JOB FUNCTIONS:
Duties include but are not limited to:

- Work with the Tourism Marketing Advisory Committee to develop strategies, programs and policies to promote tourism in Natchez
- Develop and implement a Marketing Plan
- Develop and manage a Marketing budget
- Oversee new branding content and ensures accurate and successful implementation
- Coordinate with media and influencers to maximize effective messaging
- Develop creative content for advertisements
- Maintain and update Visit Natchez websites and social media platforms regularly
- Work with contracted partners to develop strategies and promote Natchez
- Implement Public Relations initiatives to attain earned media in regional and national media
- Participate and attend events in-market as well as periodic events in other destinations
- Review analytics to discern initiatives, target audiences and markets
- Prepare and deliver presentations and reports to constituency groups
- Manage resource materials and assets
- Assist in the development of the annual budget and marketing plan
- Represent the NCPC to the general public at all times
- General customer service and relationship development
- Other work as directed by Executive Director
QUALIFICATIONS:

Education and experience:
- Bachelor’s degree from a four-year college or university in marketing, public relations, journalism or a related field
- Two-three years of related experience
- Excellent written and oral communications skills
- Strong computer skills and possesses general knowledge of office equipment
- Ability to coordinate responsibilities with other departments
- Ability to relate positively with employees, clients, local and state hospitality partners as well as local, county and state officials
- Ability to work nights and weekends in excess of normal working hours
- Ability to travel on behalf of the NCPC
- Ability to make individual and group presentations
- Ability to exercise judgement, initiative, tact and diplomacy in a wide variety of public situations
- Ability to work in a fast-paced environment with changing priorities and deadlines

Licensing and certifications:
- Possess a valid driver’s license

Knowledge, Skills, and Abilities:
- Excellent verbal and written communication skills; ability to communicate in an effective manner and to give and follow oral and written instructions
- Familiarity with local community
- Demonstrated ability to work directly with public and individuals from diverse backgrounds
- Ability to work in individual and group settings
- Ability to initiate and complete projects and assignments in a timely manner
- Knowledge of hospitality and tourism industry

Physical Requirements:
- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is frequently required to sit and talk and hear. The employee is occasionally required to walk; use hands to finger, handle, or feel objects, tools or controls, and reach with hands and arms.
- The employee must occasionally lift and/or move light objects, materials, etc. Specific vision abilities required by this job include close vision and the ability to adjust focus.
- Ability to give and receive information through speaking and listening skills.
- Corrective devices may be used to meet physical requirements.

Work Environment:
- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- The noise level in the work environment is usually moderate.
Marketing Manager Job Announcement

SELECTION GUIDELINES:
- The NCPC reserves the right to revise or change job duties as need arises.
- Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.
- The duties listed above are intended as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.
- The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

PREFERENCE WILL BE GIVEN TO APPLICANTS WITH ANY OR ALL OF THE FOLLOWING:
- Experience in tourism, hospitality industry
- Experience in destination marketing for historic locations
- Experience/knowledge of Natchez

BENEFITS
- Paid vacation and sick leave, health insurance, PERS retirement contribution, paid holidays, mileage reimbursement when company vehicles are not available for travel

SALARY
- Salary commensurate with experience

MISCELLANEOUS
- Work hours are generally 8:30-5pm, Monday through Friday. Given the nature of the tourism industry, some evening and weekend work is required, along with some travel.

CONFIDENTIALITY
- This position requires access to marketing and sales data, financial statements, and other tourism-related information, all of which is considered confidential and employment agreement will require signing confidentiality agreement

CREATIVE MATERIALS
- Any and all creative material produced and elements created by the selected candidate for the NCPC and Visit Natchez during his/her employment will become the property of the NCPC as will all materials, film, negatives, art, code, etc. as well as campaign treatments developed but not utilized. The NCPC acknowledges certain legal constraints, and as such, requires universal releases for materials unless cost considerations, such as model releases, music, photographs, etc. become prohibitive.

The Natchez Convention Promotion Commission is an equal opportunity employer to all qualified persons without regard to race, color, age, sex, religion, national origin or any other basis prohibited by law.