

MARKETING MANAGER

Position Description

DESTINATION AUGUSTA

Destination Augusta develops and promotes our community, inspiring people to have unforgettable experiences.

As an organization, we value leadership, innovation, collaboration, and fun.

TEAM

The Marketing Team consists of the Chief Marketing Officer, Marketing Manager, Communications Manager, Senior Group Business Development Manager, Group Business Development Manager.

SCOPE

The Marketing Manager's principal role is the planning and management of all marketing programs, content, media placement, production, and metrics reporting. This position manages the organization's Content Management System (CMS) which includes VisitAugusta.com and affiliated microsites. The Marketing Manager serves as the social media lead with support from the Communications Manager, and is the organization's local media liaison.

HELPFUL TRAITS

- Strong written communication and editing skills including copywriting, writing for social media
- Ability to multi-task; results-oriented and demonstrated ability to meet deadlines
- Ability to work on new projects with limited guidance
- Well-developed team skills, but can work independently with direction from others
- Patient; intuitive; friendly attitude; enthusiastic
- Diplomatic; ability to relate to diverse groups and individuals
- Highly organized, efficient and detail-oriented
- Proactive approach to problem-solving; ability to seek opportunities and propose solutions
- Positive community attitude

KNOWLEDGE AND REQUIREMENTS

- Requires a Bachelor's degree or equivalent experience in marketing, communications, English, or journalism
- Working knowledge of Google Analytics for reporting, annotation, and research purposes
- In-depth knowledge in content marketing and social media platforms
- Exceptional skills in Microsoft Office, and proficiency working with website CMS and CRM a plus
- Graphic design experience with knowledge of Adobe Design Suite a strong plus
- Still photography and video shooting and editing abilities a strong plus
- Understanding of destination marketing with a preferred background in tourism, agency or corporate environment preferred, but not required.

WORK SETTINGS AND PHYSICAL REQUIREMENTS

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and other modern office equipment. Some travel may be required. The position is in office full-time. The salary range is \$45k-\$55k / year with a generous benefits package.

Please submit your cover letter and resume to: marketingmanager@visitaugusta.com