

Marketing and Communications Manager Job Notice

Visit Mooresville

The Mooresville Convention and Visitors Bureau is the Destination Marketing Organization for the Town of Mooresville, North Carolina. Located along the shores of Lake Norman, 25 miles north of Charlotte, Mooresville has a vibrant downtown with exceptional restaurants and shops, excellent sports facilities, a thriving “Ale Trail” of award-winning brew pubs, big NASCAR racing presence, hiking and biking trails, and so much more.

Marketing and Communications Manager

Visit Mooresville is searching for a dynamic and creative individual to manage our marketing and communications efforts. Are you an experienced and motivated team player looking for an opportunity to flex your creative muscle? We’d love to hear from you! We are looking for an experienced Marketing and Communications Manager to join our team.

Job Scope

The marketing and communications manager will coordinate efforts with our marketing and PR agencies; develop a media database of local, regional, and national contacts; write copy for website; issue regular media announcements; coordinate media events; and manage the Content Management System for the organization’s website; and other jobs as needed to drive organizational efforts.

- Develop, curate, and oversee content on various digital/social media channels, effectively reaching and engaging with our target audience while inspiring potential visitors to Visit Mooresville
- Manage content integration and cross-promotional opportunities with our partners
- Develop (write, photograph, video) original content across all mediums that is easily sharable on social platforms, following our branding and voice
- Analyze and report research data and benchmarks to assess performance
- Monitor trends for possible implementation with tourism-related social media tools, applications, channels, design and strategy
- Participate in tourism associations as applicable
- Participate in and attend various industry seminars, conferences, events for networking and learning the most up-to-date tourism trends
- Oversee the Marketing Grant program
- Collaborate on and adhere to budget as set forth by the Executive Director
- Direct responsibility for advertising budget management, including tracking return on investment (ROI) for various marketing campaigns
- Attend and cover community events, as needed that may occur on nights and weekends
Ensure a professional work environment by assisting on other CVB projects

Helpful Traits

- Strong writing and communications skills

- Results driven multitasker with the ability to meet deadlines. Must have the ability to change direction in a minute based on organizational demand
- Ability to manage projects with minimal oversight
- Enjoys working with a team, but can also work independently
- Organized, efficient, and detail-oriented
- Positive attitude and enjoys the process of the position

Knowledge and Requirements

- Bachelor's degree in marketing or communications or equivalent experience in marketing, communications, or journalism
- Knowledge of Google Analytics
- Graphic design experience a strong plus
- Exceptional skills with Microsoft Office and proficiency working with website CMS and CRM
- Excellent social media skills along multiple platforms
- Photo and video editing a strong plus
- Understanding of destination marketing with a tourism background preferred

To Apply

Please send cover letter and resume to Jobs@VisitMooresville.com by 5pm on June 14, 2024.

Projected start will be late-July/early-August 2024

Work Setting

The Mooresville CVB is in a transitional phase with new leadership and a new strategic plan. We work in a professional environment whether in the office or out in the field. We will work hard and enjoy our successes as a TEAM. Some travel may be required. Professional development and continuing education opportunities available. We offer a competitive salary with a generous benefits package.

Visit Mooresville provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, or status as a covered veteran in accordance with applicable federal, state, and local laws. Visit Mooresville complies with applicable state and local laws governing non-discrimination in employment in every work location. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.