

Organization: Ruston Lincoln Convention & Visitors Bureau

Position: Director of Marketing & Communications

Category: Marketing and Communications

Reports to: President/CEO

Summary

The Director of Marketing & Communications works with the President/CEO to identify marketing opportunities and develop strategies for attracting overnight business and enhancing the tourism economy of Ruston & Lincoln Parish. The Director of Marketing & Communications manages the CVB's communication, advertising, media plans, and public relations efforts.

Duties and responsibilities include, but are not limited to:

- Provide support to the President/CEO in support of the mission of the Ruston Lincoln Convention & Visitors Bureau
- Work with the President/CEO to develop, recommend and implement marketing plan and budget on an annual basis
- Manage advertising plans from campaign conception to ad placement
- Promote Ruston and Lincoln Parish as a visitor destination to individuals and groups through the marketing plan and content strategy
- Manage printed assets such as the Visitors Guide, Dining, Guide, etc. from production to distribution
- Create plans and itineraries for travel writers, bloggers, editors, and media
- Author articles on Ruston & Lincoln Parish as a destination as requested by media and publishers
- Maintain ongoing support and communication with all groups/committees related to tourism development
- Represent CVB on relevant boards and committees including state, regional, and local organizations and actively engage with the state tourism office
- Participate in research and analyze industry to meet the CVB's marketing objectives
- Oversee the CVB's internship program

Requirements

- Minimum four-year degree from an academic institution in marketing or business
- Minimum three-year experience marketing related role
- Detail-oriented and excellent time management skills
- Excellent verbal and written communication skills
- Proficient with Microsoft Office programs
- Able and willing to travel
- Experience in tourism or destination marketing preferred

To apply, please email cover letter and resume to acarrier@rustonlincoln.com.