



JACKSON COUNTY

Human Resources Department

401 Grindstaff Cove Road, Suite A-218, Sylva, NC 28779

Phone 828.631.2212 • Fax 828.631.2266

Employment Opportunity

Please post in a location accessible to all employees

Position: **Sales and Marketing Manager**
Permanent, Full-Time, Non-Exempt

Department: Tourism and Development Authority

Description of Duties & Responsibilities:

- Identify potential market opportunities and formulate sales strategies to increase overnight destination visits.
- Partner with lodging facilities to develop marketing strategies to sell unsold rooms during midweek and off-peak season.
- Prospect, create, market itineraries, and provide associated collateral for recreational competitions, conferences, trade shows, motor coach/bus tours, and sports tournaments in the Jackson County area. Represent Jackson County at trade shows related to the group sales market.
- Facilitate RFPs with accommodations for room blocks.
- Social Media content creation and calendar management across all consumer-facing social media.
- Perform the day-to-day tasks of posting, monitoring, editing and commenting on all consumer-facing social channels.
- Source and organize user-generated content that fits brand and obtain usage rights and approvals.
- Engage social channel community in comments, answer questions and provide ongoing support online.
- Manage and update digital marketing online – lodging, dining, attractions on VisitNC.com, DiscoverJacksonNC.com, JacksonCountyTDA.com and other online platforms.
- Event discovery and management with external partners, social media and web teams.
- Capture content as needed for PR social media and online platforms.
- Google DMO program administration for new and existing partner businesses.
- Perform administrative duties, community relations and other duties as assigned.

Education & Experience Requirements: Bachelor's degree in advertising, marketing, hospitality and tourism, or related field and relevant work experience in a sales/marketing related position along with digital asset management skills or an equivalent combination of demonstrated knowledge, skills and abilities, education and experience. Must possess demonstrated knowledge, skills and abilities to execute and manage sales, marketing and digital marketing content activities, along with strong oral and written communication skills. Possess an active and valid NC driver license.

Starting Salary & Benefits Information: \$ 35,656.22 (Grade 22)
Jackson County provides a robust offering of employee benefits including: employer paid medical and dental benefits, participation in the Local Governmental Employees' Retirement System, paid leave (vacation, sick, and holiday), Employee Clinic, Wellness program, and supplemental benefit offerings. A full overview of benefits is available at <https://www.jacksonnc.org/employment-opportunities>

Application Requirements Submit a completed Application for Employment (PD107) to:
Jackson County
Human Resources Department
401 Grindstaff Cove Road, Suite A-218
Sylva, NC 28779
NCWorks Career Center
26 Ridgeway Street, Suite 2
Sylva, NC 28779

The Application for Employment – State of North Carolina form PD107 - is available online at: <https://www.jacksonnc.org/employment-opportunities> or may be obtained at the Jackson County Human Resources Office or the Sylva branch of the NCWorks Career Center.

Closing Date: **Friday, July 19, 2019**

Jackson County is an Equal Opportunity Employer

*Pre-employment drug screen and criminal background checks are required
Jackson County participates in the federal E-Verify program*