

VISIT BUCKS COUNTY

Pennsylvania

Job Title: Marketing & Communications Manager

Reports to: Marketing Director/Vice President

Summary: Visit Bucks County, the official tourism promotion agency for Bucks County, PA is seeking a creative and savvy Marketing & Communications Manager to join a forward-thinking, fast-paced marketing and communications team. The Communications Manager is responsible for oversight of all content planning, tracking, monitoring and reporting. Tasks include research, analytics, collaboration with the partnership department, content creation for VisitBucksCounty.com, industry e-newsletters and collateral pieces. An ideal candidate is an extremely organized thinker and doer with a strong knowledge of Bucks County tourism trends and digital implementation.

Pay Rate: Commensurate with experience; full-time (40 hours per week) salaried position.

Major Responsibilities:

The responsibilities for this position include, but are not limited to:

Content:

- Collaborates with Marketing Director to develop and manage content calendar organizing web, e-news, public relations, digital assets (photo and video), social, calendar of events and advertising content.
- Works closely with partnership department on brainstorming content ideas based on the calendar of events, partnering and packaging meetings, etc. and updates content calendar accordingly.
- Manages content management system for VisitBucksCounty.com posting all content, articles, photo and video to the site.
- Ensures all content remains fresh and easily accessible on VisitBucksCounty.com.
- Writes content for VisitBucksCounty.com.
- Stays up-to-date with trends and monitors internal statistics to proactively change the digital content strategy when necessary.
- Monitors Google Analytics on a consistent basis and reports to staff on traffic and trends; monitors the web for accuracy and makes updates based on reporting.

Social Media:

- Posts, engages and curates digital content for Visit Bucks County's Facebook channel. Manages social content calendar for this platform and collaborates with staff on topics, timing and reporting.
- Monitors Facebook, trends and provides tactical and strategic recommendations.
- Manages social media trends across all platforms and management plans for new channels including Snapchat.
- Manages social media tracking reports collaborating with Content Manager and PR Manager.

E-Newsletters/Collateral:

- Manages the schedule, production and distribution of e-newsletters for all markets.
- Tracks and reports on e-newsletter distribution statistics and other related items.
- Supports Marketing Director and staff by managing various digital and print projects, including one sheets, promotional materials, signage and tradeshow collateral/coordination.

Internship Program:

- Manages the intern recruitment process, including posting job descriptions to various college databases, filtering applications, scheduling and hosting interviews and administering writing tests.
- Assists in managing interns, including scheduling days of work, updating list of projects, reading/editing all work, assigning projects and other related tasks.
- Performs other tasks as required.

Requirements:

The successful candidate for this position possesses the following skills and abilities:

- Minimum 3-5 years of experience in a professional marketing or communications environment.
- Experience with social media, specifically Facebook.
- Communications, professional writing, and/or advertising experience a plus.
- Ability to analyze data and make recommendations based on industry trends.
- A passion for uncovering and implementing opportunities in the digital space.
- Excellent research, organizational, written, verbal and interpersonal skills.
- Ability to prioritize and handle simultaneous projects with multiple vendors.
- Deadline oriented.
- A sense of humor.

Please send a cover letter, resume, and salary requirements to communications@visitbuckscounty.com.

Please no phone calls.

--- Visit Bucks County is the official tourism promotion agency for Bucks County ---

VisitBucksCounty.com