

## GEARY COUNTY POSITION DESCRIPTION

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**Position:** CVB Marketing Specialist

**Reports To:** CVB Director

**Department:** Convention & Visitor's Bureau (CVB) **FLSA:** Non-Exempt

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### **POSITION PURPOSE:**

The Convention and Visitor's Bureau (CVB) is a department of Geary County local government designed to market a destination to the traveling public and provide education and resources to local communities and travelers. The CVB Marketing Specialist provides clerical support, implements administrative systems, procedures, policies, and monitors special projects for the CVB and Geary County; and provides responsive, courteous and efficient service to County residents and the general public.

### **DUTIES AND RESPONSIBILITIES**

The duties described below are indicative of what the CVB Marketing Specialist may be asked to perform. This position description is not designed to list all tasks and responsibilities of this position. Geary County reserves the right to revise or change job duties as the need may arise. Extensive knowledge of office procedures and marketing and promotion skills are necessary in this position. Work is performed under the direction of the CVB Director with a substantial degree of independence.

### **ESSENTIAL FUNCTIONS:**

1. Assist in outbound and inbound marketing activities by demonstrating expertise in various areas such as content development and optimization, advertising, and events planning.
2. Coordinate with external vendors to execute promotional events and campaigns.
3. Collaborate with marketing and other professionals to coordinate County awareness and marketing efforts.
4. Ensure availability of fresh marketing materials such as photos, videos, brochures, and other information by utilizing new technology to display user-generated content on our website and social media channels.
5. Develop social media outlets to discover and establish relationships with potential clients to bring group business to our area.
6. Provide support services as needed at travel shows, fairs, events and other exhibitions attended or hosted by the CVB.
7. Undertake individual tasks of a marketing plan as assigned.
8. Continuously promotes the communities, attractions, and events within Geary County.
9. Must have and maintain a valid driver's license and the ability to legally operate a motor vehicle in the state of Kansas.

**MARGINAL FUNCTIONS:**

1. Plan and execute initiatives to reach target audiences through appropriate channels such as social media, e-mail, and TV.
2. Work with schools, universities, and online influencers to produce rich, sharable content that inspires travel to our area
3. Assist in analyzing marketing data such as campaign results, conversion rates and traffic to help shape future marketing strategies.
4. Performs additional duties as requested.

**SUPERVISION/ACCOUNTABILITY:**

This position often works independently but also completes projects with direct supervision from the CVB Director. May work in coordination with other CVB staff as well as CVB Advisory Board Members. This employee has no supervisory responsibilities. Employee is directly responsible for departmental equipment and resources but does not participate in the annual budget process. Employee is responsible for daily record keeping for cost accounting purposes.

**QUALIFICATION REQUIREMENTS**

To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required at the time of hire and/or for the continuation of employment.

**Education/Experience**

High School Diploma, GED, or equivalent required. Bachelor's degree in Marketing, Communications, or related field preferred. Minimum of two (2) years' experience as a Marketing Specialist or similar role required. An equivalent combination of education and experience meeting the requirements will be considered.

**SKILLS AND ABILITIES**

- Thorough understanding of marketing elements and market research methods
- Ability to demonstrate experience in marketing data analytics and tools.
- Ability to maintain a professional demeanor when dealing with others.
- Ability to take control of situations in a responsible manner.
- Ability to comprehend, retain and apply County, State, and Federal policies and legislation, i.e. local resolutions and ordinances, procedure manuals, warning labels, etc.
- Ability to communicate in both written and verbal form.
- Ability to maintain a positive work atmosphere by acting and communicating in a professional and friendly manner with customers, citizens, co-workers, and supervisors.
- Ability to perform basic mathematical calculations.
- Ability to communicate and convey information regarding policies and processes to others in both written and verbal form.
- Ability to respond to complaints and grievances posed by others.
- Ability to define problems and deal with a variety of situations.
- Ability to think quickly, maintain self-control, and adapt to stressful situations.
- Ability to use good judgment and effectively solve problems.

## **EQUIPMENT KNOWLEDGE REQUIRED**

- Able to operate various types of equipment – standard office equipment, computer, and advanced knowledge of Microsoft Office software including Word and Excel, as well as marketing software and other applications.
- Other equipment could be required.
- Must have and maintain a valid driver's license, and otherwise be able to operate a motor vehicle legally and safely in the State of Kansas.

## **PHYSICAL AND WORK ENVIRONMENT**

The physical and work environments described are representative of those that must be met by an employee to successfully perform the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.

- The duties of this job include physical activities such as stooping, kneeling, standing, reaching, walking, lifting and/or moving (up to 20 pounds), grasping, talking, hearing/listening, seeing/observing, and repetitive motions.
- Specific vision abilities required by this job include close, distance and peripheral vision; depth perception; and the ability to adjust focus.
- Works primarily in an office setting, yet some off-site visits inside and outdoors is expected.
- Due to the volume, scope, and size of County operations, as well as the nature of public service required, full-time regular and dependable attendance is essential.

## **APPROVALS:**

\_\_\_\_\_  
CVB Director

\_\_\_\_\_  
Date

\_\_\_\_\_  
Human Resource Director

\_\_\_\_\_  
Date

EMPLOYEE REVIEW: I have read the above and understand that it is intended to describe the general content of and requirements for performing this job. It is not an exhaustive statement of duties, responsibilities, or requirements. I have been given a copy of this description. I understand this position description does not constitute a written or implied contract of employment.

\_\_\_\_\_  
Incumbent's Signature

\_\_\_\_\_  
Date