



POWERED BY

Buncombe County Tourism
Development Authority

Job Title: Marketing Manager
Reports to: Director of Marketing
Department: Marketing
FLSA Status: Exempt

Position Summary:

The Marketing Manager is responsible for execution and management of marketing strategies, including paid digital and social media, paid partnerships, and promotions, and serves as the day-to-day liaison with the agency-of-record. This position works closely with the Director of Marketing to achieve marketing and organizational objectives.

Essential Duties & Responsibilities:

Marketing & Promotions Management

- Responsible for implementation and execution of organizational objectives that include marketing, promotions, event and paid media strategies outlined in the annual OKRs and media plan.
- Scope assigned projects; create and manage detailed work plans that ensure on-time, on-budget and on-brand completion and deployment.
- Accountable as day-to-day liaison with agency-of-record, providing input and sign-off on deliverables and paid assets to ensure messaging and paid content reflects the brand voice, adheres to the established storytelling foundation, and meets pillar objectives.
 - Manage a trafficking system that ensures advertising deliverables are launched efficiently and on time.
- Provide input and recommendations on media partnerships, promotions, and geo-fenced targets to the Director of Marketing.
 - Write and edit compelling copy for paid social, digital campaigns, and paid content partnerships, ensuring alignment with brand voice and marketing objectives.
- Responsible for working with agency, media partners or other brands on developing details for out-of-home paid media, marketing blitzes, events, and promotions.
 - Provide logistical advance support and onsite execution for assigned events, including partner participation, coordination of venue, F&B, and other details as necessary.
- Responsible for cultivating relationships with partners that lead to a wide breadth of storytelling opportunities that can be incorporated into marketing, paid media assets and promotions and tracked over time to ensure equitable distribution of opportunities.
- Identify opportunities for further integration, amplifying messaging across multiple channels.
- Manage cooperative marketing programs.
- Provide input and on-the-ground support for creative productions.
- Accountable for delivery of the Asheville Visitor Guide, overseeing the turnkey contracts for editorial development, production, and distribution of the publication.

- Work closely with Web Manager to develop landing pages and insert tracking pixels.
- Collaborate with Group Marketing & Event Manager on identifying intersections and efficiencies between group and consumer initiatives.
- Generate and analyze monthly analytics reports for the Director of Marketing, providing insights to inform strategy and decision-making.

Team Leadership

- Accountable for the day-to-day workload, contributing to a cohesive, effective, and accountable team in consistent alignment with Explore Asheville's values. Actively participate in team meetings and initiatives.
- Lead and/or participate in meetings/planning/initiatives to support strong workplace culture and successful performance/execution of organizational strategy. Elevate and solve issues, support change, and ensure the maintenance of productive processes.
- Represent Explore Asheville/BCTDA at meetings and industry functions and before the public. This may include making presentations to a wide range of groups.

Other Responsibilities:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice. There may be times where this position is asked to help other team members with their work, completing tasks outside of this description.

Qualifications:

- Bachelor's degree with a minimum of 4 years of related experience. Preferred degree in Marketing, Business Administration, Communications, or other related field -OR- any combination of education, coursework, and/or technical training necessary to meet position requirements.
- Goal-driven with the ability to effectively manage multiple priorities and adhere to deadlines.
- Appreciation for Buncombe County's tourism community.
- Must be able to use sound judgment and discretion.
- Well-organized, self-motivated, and comfortable in a fast-paced environment.
- Proficiency in Microsoft Office Suite.
- High attention to detail.
- Experience in copywriting and copy editing, with the ability to adapt to and maintain a consistent brand voice preferred.
- Experience with Asana and/or Notion is a plus.

Physical Environment & Working Conditions:

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

- Work involves working alone on the computer, collaborating as part of a team, or working closely with others by computer or over the phone.
- Most work tasks are performed indoors.
- Must be able to sit or stand at a desk for up to 7.5 hours per day.

- Requires grasping, writing, being mobile, repetitive motions, listening and hearing ability and visual acuity.
- Attendance of outside work functions after hours are required.
- Position is expected to spend time in the community on a regular basis.

Travel:

Some local travel, generally within Buncombe County, is required, but not extensive. Must have a valid driver's license, current automobile insurance and own or have access to an automobile when needed.

EEO Statement:

Explore Asheville provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by applicable federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Explore Asheville strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures.

About Explore Asheville:

The Buncombe County Tourism Development Authority (BCTDA) oversees the work of Explore Asheville, which develops and carries out advertising, marketing, public relations, and group sales plans to inspire leisure and business travelers to visit Asheville and Buncombe County. In 2021, the BCTDA adopted strategic imperatives that are informing and guiding the direction of Explore Asheville's program of work and community investments going forward. These strategic imperatives include:

- Delivering balanced & sustainable growth
- Encouraging safe & responsible travel
- Engaging & inviting more diverse audiences
- Promoting & supporting Asheville's creative spirit

In addition, the Explore Asheville staff has adopted and embraced the following core values:

- Innovate & Evolve – We seek out new ideas and are open to change.
- Leadership & Collaboration – We focus on the truly important priorities to make the most positive impact.
- Equity & Empathy – We respect and embrace differences recognizing real progress requires inclusion.

What we offer:

Explore Asheville offers a competitive benefits package that includes a Paid Time Off program with 19 days to start; 11 annual paid office holidays; employer-provided medical, dental, vision, life, short-term disability and long-term disability insurance; 401k with a company match; and employee wellness benefits.

Salary Range: \$55,000 – 75,000