



**JOB TITLE:** Marketing/PR Assistant

**REPORTS TO:** VP of Marketing & PR

**DEPARTMENT:** Marketing

**FLSA STATUS:** Non-Exempt

**ABOUT EXPLORE ASHEVILLE, CONVENTION & VISITORS BUREAU:** Our team helps to create and sustain a vibrant tourism economy by attracting overnight visitors and expanding the customer base for local businesses. We work on behalf of the Buncombe County Tourism Development Authority (BCTDA) to support local tourism partners including attractions, lodging, retail, recreation, and the arts.

Nestled in the highest mountains in the East, Asheville is a hip, artsy destination with Southern flare and a welcoming nature. A vibrant, eclectic downtown featuring art galleries, farm-to-table and independent restaurants and a thriving music scene beckons visitors and residents alike. America's favorite scenic byway, the Blue Ridge Parkway winds its way through Asheville to Mount Mitchell, the highest peak in the East, about 20 miles northeast. Biltmore Estate, America's largest home is located here. With surprises around every corner – from a spontaneous drum circle, avant-garde theater, brew pubs, chocolate lounges, art that inspires the soul, to lush mountain peaks with biking trails, hikes, zip lines and whitewater, Asheville is a destination with a style and rhythm all its own.

With over three decades of focused promotion, Asheville has become a top destination for travel, earning Lonely Planet's 2017 #1 "Best in the US Destination" designation, among many accolades. Explore Asheville promotes the destination through out-of-market advertising and other marketing, public relations and sales initiatives, resulting in approximately 3.8 million overnight leisure visitors each year and a tourism economy that generates nearly \$3 billion of annual economic activity in Buncombe County. The success of the tourism sector has been a big part of the economic vitality of Asheville, fostering new businesses of all kinds — including many new hotels that will generate additional customers, jobs, and millions of dollars of property and sales taxes.

We value teamwork, excellence, and camaraderie. Qualified candidates are invited to apply and become part of our accomplished and dedicated team.

#### **PRIMARY FUNCTION:**

This is an entry level position that assists the marketing department with marketing, media and public relations efforts for Explore Asheville Convention and Visitors Bureau (CVB) and the Buncombe County Tourism Development Authority.

#### **JOB DESCRIPTION:**

- Provides administrative support to the Marketing Department (including direct support to the Deputy Director/VP of Marketing as needed) and assists in the execution of the work plan to raise awareness and inspire travel to the Asheville area.
- Manages monthly media clip analysis reports and other assigned data and reports metrics that feeds into the monthly CVB dashboard, appraises clipping service of upcoming media coverage, maintains clip and other marketing files, and collates clips for various purposes.

- Manages the media database and creates specific mailing lists for targeted mailings using media relations software. Works with PR Newswire and manages direct distribution of media information as needed.
- Responds to media requests and is knowledgeable about policies that govern the imagery. Also manages image and video uploads to press room. Assists on tagging of imagery as needed.
- Arranges itineraries, accommodations, and scheduling for visiting journalists as well as coordinating details for larger FAMs and media events.
- Routes media requests, answers routine media inquiries, and provides information to journalists as directed by PR team.
- Assists with coordination of select marketing and advertising projects and billing on co-op efforts.
- Manages coordination of special packages for and fulfillment of contest, giveaways and special promotions undertaken by the marketing team.
- Assists in the preparation of various PowerPoint presentations by the department.
- Assists in coordination of media events, as needed.
- Makes updates to the Press Room portion of ExploreAsheville.com.
- Assists with various administrative tasks as assigned by the Deputy Director.

#### **REQUIRED QUALIFICATIONS:**

Bachelor's Degree from an accredited institution required.

#### **PREFERRED QUALIFICATIONS:**

Bachelor's degree in Journalism, Public Relations, Marketing or Communications.

#### **JOB KNOWLEDGE/SKILLS/ABILITIES:**

- Strong verbal and written communications.
- Proficiency in Microsoft Office suite.
- Excellent organizational and project management skills.
- High attention to detail.
- Strong writing and proofreading experience.

#### **COMPLEXITY OF DUTIES:**

Performs some routine tasks, however, work can also be very project driven. Must be able to organize and prioritize a challenging workload. Flexibility and speed of execution to capitalize on opportunities quickly is imperative. Computer skills and utilization of technology, new and old, is required. Ability to use spreadsheets, analyze data, interpret data, and provide understandable reports is also a necessity.

#### **SUPERVISION RECEIVED:**

Works under the direct supervision of the Deputy Director/VP of Marketing & PR.

#### **RESPONSIBILITY FOR ACCURACY:**

Accuracy is highly critical in all aspects of work performed by this position. Attention to detail is imperative. Analysis and reports will be used to promote Explore Asheville's tourism reach and positive exposure within the local market; therefore, accuracy and reliability are imperative.

**CONTACT WITH OTHERS:**

Ongoing contact with tourism partners requires professionalism and tact. Additional contacts include CVB staff at all levels, BCTDA Board, the Agency of record, and Explore Asheville CVB partners and vendors. It is imperative that this position crosses easily between Explore Asheville departments to achieve an integrated online presence that is both expansive and, in some areas, highly targeted.

**CONFIDENTIAL DATA:**

Has access to marketing information, database files, financial statements, web analytics and other Explore Asheville-related information, all of which is considered proprietary and confidential.

**MENTAL/PHYSICAL/VISUAL EFFORT:**

The degree of concentration is generally focused and intense based on the work being performed. At the same time, the position is subject to frequent interruptions which require varied responses. While performing the duties of this job, employee is routinely required to be mobile, sit, reach with hands and arms, talk, and hear. Requires visual acuity, manual dexterity, and good eye/hand/foot coordination.

**ENVIRONMENT:**

Works in a traditional workstation within a modern office environment. Free parking is available on-site.

**ADDITIONAL REQUIREMENTS:**

Some local travel, generally within Buncombe County, is required, but not extensive. The position fulfills the need to occasionally run errands in response to specific media requests or marketing efforts. Therefore, the successful candidate must have a valid driver's license and own or have regular access to a personal vehicle. A background check and drug testing are required as a condition of employment.

**CORONAVIRUS IMPACT ON OUR WORK:**

At this time, most of the Explore Asheville Team is working remotely from home as we make our way through phases of the COVID-19 pandemic. Team Members will return to work when the State and County deem it safe. However, the safety of our Team Members remains our top priority in all our future decision making. Whether in the office daily or working remotely, Explore Asheville requires all Team Members to live within a daily commute of our office.

**APPLICATION REQUIREMENTS:**

Submit a **resume** and **cover letter** demonstrating applicable experience and knowledge to Glenn Cox, VP of Administration, via the external listing portal or by email at [gcox@ExploreAsheville.com](mailto:gcox@ExploreAsheville.com).