

Explore ASHEVILLE

JOB TITLE: Marketing/PR Assistant

REPORTS TO: Deputy Director/VP of Marketing & PR

DEPARTMENT: Convention and Visitors Bureau

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. 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 to join our accomplished and dedicated team.

PRIMARY FUNCTION:

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) 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 reports data on the CVB monthly index, appraises clipping service of upcoming media coverage, maintains clip 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.

- Oversees management of extensive photo library and coordinates image and video distribution and photo shoots as well as image and video uploads to press room and photo curation site and/or FTP site. Also works on tagging of imagery.
- 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 more than 300 journalists who call unsolicited each year.
- 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, or Communications preferred.

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.

Applicants:

Please submit the following two attachments: Resume and Cover Letter describing how your previous experience has prepared you for this position. Send these two attachments to amanda@crafthrsolutions.com.

No phone calls or drop-offs.