Organization: Ruston Lincoln Convention & Visitors Bureau
Position: Marketing Director
Category: Marketing and Public Relations
Reports to: President/CEO

Summary
The Marketing Director works with the President/CEO to identify marketing opportunities and develop short-term and long-term strategies for attracting overnight business and developing the tourism economy of Ruston & Lincoln Parish. The Marketing Director manages communication on behalf of the CVB, advertising and media plans, and public relations efforts.

Duties and responsibilities include, but are not limited to:
• Provide support to the President/CEO in support of the mission of the Ruston Lincoln Convention & Visitors Bureau
• Work with the President/CEO to develop, recommend and implement marketing plan and budget on an annual basis
• Manage advertising plans from campaign conception to ad placement
• Promote Ruston and Lincoln Parish as a visitor destination to individuals and groups through the marketing plan and content strategy
• Manage printed assets such as the Visitors Guide, Dining Guide, etc. from production to distribution
• Create plans and itineraries for travel writers, bloggers, editors, and media
• Author articles on Ruston & Lincoln Parish as a destination as requested by media and publishers
• Maintain ongoing support and communication with all groups/committees related to tourism development
• Represent CVB on relevant boards and committees including state, regional, and local organizations and actively engage with the state tourism office
• Participate in research and analyze industry to meet the CVB’s marketing objectives

Requirements
• Minimum four-year degree from an academic institution in marketing or business
• Minimum three-year experience marketing related role
• Detail-oriented and excellent time management skills
• Excellent verbal and written communication skills
• Experience with Microsoft Office programs
• Able and willing to travel