



DEPARTMENT: Marketing & Communications
JOB TITLE: Communications Specialist

FLSA STATUS: full time
exempt

GENERAL DESCRIPTION:

The Communications Specialist promotes the city of Athens and increases the economic impact of tourism by attracting visitors through public relations and communications to consumers and media. Responsible for owned content creation and marketing via website, email, and social media. Authors press releases and oversees media relations. Assists with production of CVB publications. Meets goals listed in the publicity and marketing plans. Manages the Hospitality HEROES program.

This position reports to the Director of Marketing & Communications and supervises the communications intern.

TYPICAL WORK ROUTINE INCLUDES, BUT NOT LIMITED TO:

Content Marketing:

1. Provide leadership for content calendar development and execution.
2. Oversee VisitAthensGA's social media strategy to grow reach and engagement.
3. Monitor social media best practices, review and provide analysis of our channels' results.
4. Contribute to website content (blog) by writing entries and overseeing assignments, drafting, and editing done by the communications intern.
5. Maintain email marketing program, including design and content, as well as setting up "onboarding" introduction series of emails for new subscribers to grow audience and maintain engagement.
6. Act as editor of the CVB newsletter and distribute to opt-in list.
7. Contribute to the editorial content and proofing of the *Athens Visitors Guide* and other publications and marketing materials.
8. Contribute to video content.
9. Develop specialized marketing collateral as needed in response to specific consumer request or in support of development of new print or CVB digital materials.

Media Relations:

1. Serve as point person for media requests
2. Compose and distribute press releases of travel news and event calendars.
3. Seasonally, pitch story ideas to targeted media.
4. Maintain media list within CRM; media assets within CMS.
5. Track publicity coverage, archive, and distribute to local partners and VIP list.
6. Coordinate and host press trips.
7. Supervise media relations intern projects

Local Awareness/Customer Service Programs/Misc.:

1. Manage the Hospitality HEROES program to recognize front-line employees.
2. Participate in local speaking engagements.
3. Meet regularly with partners to build personal relationships and keep abreast of local tourism product.
4. Review information before it is released to the public to ensure accuracy and completeness.
5. Attend CVB staff, CVB advisory board, and Classic Center staff meetings.
6. Serve on internal committees as requested and able.
7. Provide project management of other duties as assigned.

Qualifications:

- Degree and/or experience in public relations, marketing, or communications
- Knowledge of and appreciation for Athens as a visitor destination
- Excellent writing, speaking, and organizational skills
- Detail-oriented, self-starter who embraces acquiring new knowledge
- Social media management platform experience: Sprout Social, Hootsuite, or similar
- Email marketing platform experience: Mail Chimp, Constant Contact, or similar
- Experience writing and editing content as a core job responsibility
- Skilled in Adobe Creative Suite, particularly InDesign, Illustrator, and Photoshop
- Excellent computer skills, including being proficient with MS Office and database management
- Customer Relationship Management (CRM) software experience

To Apply:

Email resume and cover letter, as well as scans of or links to writing samples, to Brittany Clarke, Brittany@classiccenter.com.