



JOB TITLE:	Destination Data & Marketing Strategist
REPORTS TO:	Executive Director
TERMS OF EMPLOYMENT:	12-Months
FLSA STATUS:	Exempt
STARTING SALARY:	\$68,640 - \$72,800
ADDITIONAL BENEFITS:	Employer paid Health, Dental and Life Insurance Simple IRA – 3% Match of Employee Contribution Paid Time Off Paid Holidays

SUMMARY OF POSITION

The Destination Data & Marketing Strategist promotes Carson Valley as a premier tourism destination utilizing a data-driven approach. This role is responsible for a diverse range of functions related to destination data analysis, marketing, and public relations, working collaboratively with our vendor partners to achieve objectives under the oversight of the Executive Director. Key responsibilities include developing and executing marketing plans, managing content across platforms, maintaining brand consistency, building media relationships, coordinating media trips, launching advertising campaigns, promoting events, arranging influencer tours, and supporting market research efforts. Additionally, they are responsible for optimizing the Visit Carson Valley website for SEO, managing Visit Carson Valley’s online presence, monitoring campaign performance, preparing reports, and cultivating customer relationships through tailored strategies. Collaboration with local businesses and agencies is essential, as is maintaining effective communication with external vendors to optimize outcomes.

RESPONSIBILITIES AND ESSENTIAL FUNCTIONS

Marketing Strategy Development – Develop and implement comprehensive marketing plans to promote Carson Valley as a tourism destination ★ Identify target audiences and tailor marketing efforts to reach these demographics effectively.

Destination Data Research and Analysis – Provide comprehensive destination data research and analysis ★ Understand and interpret data from marketing efforts to measure campaign effectiveness and prepare marketing reports ★ Utilize destination data to provide a data-driven approach for future marketing strategies.

Content Creation and Management – Proactively engage marketing vendors for content creation on various platforms including websites, social media, blogs, and newsletters ★ Implement production of multimedia content such as photos, longform and shortform videos, and graphics to showcase the destination’s attractions and events ★ Oversee the development of monthly content creation schedules.

Social Media Marketing – Develop and manage social media campaigns across platforms a variety of platforms ★ Ensure appropriate content is created, scheduled, and that time-sensitive information is published and maintained in accordance with brand standards ★ Monitor social media performance, engage with followers, and respond to comments and messages.

Public Relations – Build and maintain relationships with media outlets, travel writers, and influencers to secure positive coverage ★ Generate and distribute press releases, media kits, and other PR materials ★ Organize press trips and media visits to the destination to generate favorable coverage ★ Prepare talking points for key staff members and represent the organization in media opportunities when necessary.



Advertising and Promotions – Plan and execute advertising campaigns across various media, including print, digital, and broadcast ★ Manage the placement of paid social media ads and analyze their effectiveness ★ Strategize and manage vendors for media buying to execute the media plan within budget ★ Proactively generate ways to advance the brand in industry publications, digital media, PR opportunities, conference participation, and other forms of advertising.

Event Promotion – Promote local events and festivals to attract tourists ★ Coordinate with event organizers to maximize marketing efforts ★ Plan itineraries for influencer and media familiarization (FAM) tours and host/lead tours when necessary ★ Plan and coordinate photoshoot locations for content creation ★ Provide after-event reporting to key stakeholders on the impact of the event on the Carson Valley and recommendations for future events.

Website Optimization and Online Presence – Ensure the Visit Carson Valley website is user-friendly, visually appealing, and optimized for search engines (SEO) ★ Maintain a strong online presence through regular updates and engagement on social media platforms ★ Provide yearly data updates to Tourism Matters and refresh other content as needed.

Collaboration and Partnerships – Work with local businesses, attractions, and tourism partners to create joint marketing initiatives ★ Foster relationships with tourism boards and associations to enhance promotional efforts ★ Coordinate with outside marketing and public relations agencies for content and story distribution.

Budget and Resource Management – Manage the organization’s marketing budget effectively, ensuring optimal allocation of resources for maximum impact ★ Provide in-depth reporting on the relationship between budget allocation and the results of marketing efforts ★ Bolster the yearly budget with grant applications through Travel Nevada and seek other grant opportunities.

Brand Management – Ensure consistent messaging and branding across all marketing materials and communications, including logos, taglines, and visual elements ★ Develop and maintain a strong brand identity for Carson Valley; positioning our destination uniquely in the market to differentiate it from competitors by highlighting our unique selling points.

Customer Relationship Management – Building and maintaining relationships with past, present, and potential visitors through personalized email marketing, loyalty programs, and customer feedback management; with the goal of nurturing repeat visits and encouraging positive reviews ★ Assist visitors in the visitors' center when needed.

NON-ESSENTIAL FUNCTIONS

Perform related duties as assigned.

WORK CONTACTS

Frequent contact with Visit Carson Valley staff, the Board of Directors, local businesses, community members, government officials, tourism partners, and the public to provide and obtain information, direct, coordinate, and manage work activities related to office management and community engagement efforts.

REQUIRED KNOWLEDGE AND SKILLS

The following knowledge and skills are desirable: Application of data analysis and storytelling for internal and external stakeholder reporting; Developing targeted tourism marketing strategies for diverse demographics and managing social media campaigns; Creating engaging digital content, including writing, photos, videos, and graphics for websites, blogs, newsletters, and social media; Public relations experience, including writing press releases, managing media kits, organizing press trips, and representing the organization in media engagements; Executing advertising campaigns across various media, managing media buying, assisting with vendor negotiations, and adhering to budgets; Promoting events and creating content to enhance visibility and attract tourism; Using analytical tools and market research to assess tourism trends and campaign effectiveness, leveraging data to refine



strategies; Knowledge of SEO practices for optimal website visibility and managing an appealing online presence with regular updates; Proficiency in overseeing all stages of print collateral projects, including content management, providing design input, and ensuring timely execution in collaboration with assigned vendors; Ability to strategize and plan grant projects effectively, including assistance with writing proposals, managing submissions, and ensuring fulfillment of grant requirements; Fostering relationships with local businesses, tourism boards, and associations, and coordinating with external marketing and PR agencies; Building lasting relationships with visitors through targeted email marketing, loyalty programs, and direct engagement; Using marketing software and basic graphic design tools effectively and articulating ideas and strategies clearly to stakeholders.

ABILITY TO

- Articulate ideas and engage with various stakeholders, including media, partners, and team members.
- Oversee content creation schedules to ensure timely delivery.
- Build and maintain relationships with media outlets, travel writers, and influencers.
- Proactively generate brand advancement opportunities.
- Plan itineraries and coordinate FAM tours.
- Interpret marketing data and prepare insightful reports.
- Collaborate with local businesses, attractions, and tourism partners on joint initiatives.
- Allocate resources effectively for maximum marketing impact.
- Develop and maintain a strong brand identity for Visit Carson Valley.
- Assist visitors in the center, ensuring a positive experience.
- Demonstrate self-confidence, initiative, self-direction, and motivation.
- Work independently, handle multiple priorities, meet deadlines, and manage stress.

SUPERVISION RECEIVED

Work is performed independently under the general supervision of the Executive Director, and often in collaboration with our vendor partners. The employee is expected to exercise initiative and judgment in planning and organizing work, completing assignments, and handling routine problems. The Executive Director shall evaluate the employee after 90 days of employment, then annually thereafter.

SUPERVISION EXERCISED

None

CONDITIONS OF WORK

Work is performed under the following conditions:

- Exposure to climate-controlled office settings to outside weather with temperatures ranging from mild/moderate to extreme cold/heat. May involve exposure to noise levels ranging from moderate to very loud and occasional to frequent time periods. May involve work in crowded environments.
- Hazards: Office/Classroom furniture, playground/office equipment, communicable diseases, chemicals (as related to specific assignment), and power/hand operated equipment and machinery (as related to specific assignment).
- Work Schedule: Position typically operates on a Monday-Friday schedule, but occasional evening and weekend availability required.
- Work Model: Visit Carson Valley will be piloting a hybrid work model, allowing employees to alternate between in-person and remote work schedules.



PHYSICAL AND MENTAL/INTELLECTUAL REQUIREMENTS

The physical and mental/intellectual requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of the Destination Marketing Strategist position. These requirements include:

Strength, dexterity, and coordination to use a keyboard and video display terminal for prolonged periods; Sedentary to heavy exertion of force involving 10-25 pounds frequently, with up to 50 pounds occasionally; Activities may involve negligible up to significant standing, walking, pushing, pulling, carrying, and balancing, as well as stooping, kneeling, crouching, reaching, handling, and repetitive fine motor activities; Mobility to work in various settings, including the office, visitor center, and event locations, and to use standard office equipment; Ability to interact professionally, communicate effectively, and exchange information accurately with all internal and external members of the community; Strong organizational and multitasking skills to manage various tasks and responsibilities efficiently; Creative problem-solving skills and the ability to work independently and collaboratively.

In compliance with applicable disability laws, reasonable accommodations may be provided for qualified individuals with a disability who require and request such accommodations. Applicants and incumbents are encouraged to discuss potential accommodations with the employer.

ACCEPTABLE EXPERIENCE AND TRAINING

The following experience and training are preferred: bachelor’s degree in marketing, communications, public relations or related field from an accredited college or university with relevant course work; or an associate degree from an accredited college or university and at least 4 years of marketing experience; or an equivalent combination of education, training and experience as determined by the Executive Director. It is preferred, but not required, that prior marketing experience be in tourism, destination marketing, or a closely related field.

EMPLOYEE PUNCTUALITY AND APPEARANCE

In order for Visit Carson Valley to operate effectively, employees are expected to perform all assigned duties and work all scheduled hours during each designated workday, unless the employee has received approved leave. Any deviation from assigned hours must have prior approval from the employee’s supervisor. All employees are required to report to work dressed in a manner that reflects a positive image of Visit Carson Valley and is appropriate for their position.

EMPLOYEE ACKNOWLEDGMENT

I acknowledge that I have read the above job description and have received a copy for my records.

Signature of Employee: _____

Date: _____