

## JOB DESCRIPTION

	<b>Position Title:</b>	<b>Tourism Media Manager</b>	<b>Pay Grade: 4</b> <b>FLSA: Non-Exempt</b>
	<b>Department:</b>	Tourism	
	<b>Reports to:</b>	Tourism Director	
	<b>Last Updated:</b>	March 2025	

### **Job Goal**

Promote the City of Berea and Tourism through digital media, print marketing, and public relations. Maintains the Tourism Website and creates content for social media platforms. Construct and distribute newsletters. Serves as the information specialist for the Tourism Department.

### **Responsibilities (include but not limited to)**

- Develops photo galleries owned by Berea Tourism.
- Develops print & video marketing materials including maps, signage, and brochures.
- Markets Berea as a Visitor and Convention destination to area state, regional, national, and international groups, and organizations.
- Develops strategies to increase awareness of Tourism activities and to promote productivity.
- Perform public speaking and represent the Commission as required.
- Assist tourism officials at the State level in elevating Tourism awareness for Berea.
- Markets Berea as a center for small business conferences, workshops, and sales meetings, as a tourism area through individual leisure travel.
- Assist with special events and festivals.
- Maintains records and statistics for all events.
- Develops a branding strategy.
- Issues press releases, arranges interviews and prepares press kits.
- Prepares and distributes an annual calendar of events to the media and visitors.
- Coordinates media, government, and public relations.
- Establishes work plan and staffing for each phase of the program and arranges assignments.
- Attend meetings at irregular hours.
- Develops and designs sign packages.
- Performs other duties as required or requested.

### **Qualifications**

- Bachelor's Degree in Marketing, Communications, or a related field.

- One to three years of experience in events management, marketing, communications, or a related field.
- Must possess and maintain a valid driver's license.

**Knowledge, Skills, and Abilities**

- Knowledge of the tourism industry.
- Knowledge of social media platforms.
- Knowledge of marketing concepts and principles.
- Ability to create databases, reports, and presentations.
- Ability to map out a marketing strategy and drive the strategy proven by testing and metrics.
- Ability to work irregular hours, including evenings and weekends.
- Advanced public speaking skills.
- Advanced public relations skills.
- Graphic design skills.