

Job Title: Marketing and Communication Specialist

Department: Odessa Convention & Visitors Bureau

Primary Function: Responsible for the creation and implementation of marketing and communication programs that will enhance Odessa's tourism opportunities.

Report To: Director of Convention & Visitors Bureau

FLSA Status: Exempt

Approved Date: March 15, 2018

Summary: In coordination with OCVB Director, the Marketing and Communication Specialist is responsible for the creation and implementation of marketing and communication programs that will enhance Odessa's tourism opportunities. Works closely with media, Odessa attractions and OCVB staff to provide awareness of media related opportunities. Specialist is responsible for all social media, special projects and OCVB marketing/promo efforts.

Essential Duties and Responsibilities:

Responsible for all OCVB social media and metrics, as well as advertising placement.

- *Management of creative content, research and implementation of emerging trends*
- *Developing overall OCVB social media and marketing strategy*
- *Responsible for social media and marketing outreach to specific markets*

Serve as the editor and primary contributor to the OCVB website, coordinating with all staff on content as needed

Responsible for all social media and special projects

With oversight from OCVB Director: Develop and implement marketing promotion and support for special projects, including publications and printed material.

Develop and distribute a monthly OCVB email newsletter.

Maintain a working relationship with tourism venues (OCVB liaison to local attractions)

Facilitate partnerships with tourism organizations to expand current cooperative efforts between all attractions and the hospitality industry.

Provide information and stories for local, regional, and national press releases to media and trade publications on tourism activities; arrange news conferences and coordinate special events/projects.

Respond to media inquiries.

Assist in the creation and management of the annual OCVB marketing plan and budget.

Design and place various advertisements.

Manage database of media and travel writer contacts

Assist other staff as needed (*presentations, blitzes, media missions, graphics, etc.*)

Maintain a pleasant, positive and helpful attitude among coworkers and volunteers.

Represent the OCVB in a positive, professional manner

Primary work hours are M-F 8am-5pm. However, some weekend and after hours may be required, as well as some out-of-town travel.

Other duties and responsibilities may change or be assigned at any time with or without notice.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and /or ability required.

Education and/or Experience: A bachelor's degree from an accredited college or university in communication, marketing, public relations, journalism, advertising or other related field.

Other Skills and Abilities: Possess general knowledge of computers and common computer programs.

Certificates, Licenses, Registration: Current Texas Driver's License

Physical Demands: The physical demands describes here are representative of those that must be met by any employee to successful perform the essential functions of this job.

While performing these duties of this job, the employee is regularly required to sit, use hands to handle objects, tools or controls. Sufficient dexterity to operate a computer keyboard or calculator. The employee regularly is required to walk, stand, reach with hands and arms, climb or balance, and talk or hear. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job.

While performing the duties of this job, the employee is occasionally exposed to outside weather conditions. The noise level in the work environment is usually moderate.