

Job Title: Marketing Manager**Reports to: Executive Director**

Summary: This position is responsible for promoting tourism at Toledo Bend Lake Country through creative marketing, and the development of programs and events that showcase the unique history and culture of Sabine Parish. This role coordinates all elements of advertising and marketing, as well as plans and coordinates local and regional events.

Marketing Responsibilities:

- Maintain relationships with local, regional, and national media through press releases, stories, magazine articles, and radio and television interviews.
- Work with Executive Director to host and inform travel writers and photographers.
- Work with Marketing Consultant to design and publish print and digital ads in regional and national publications,
- Maintain photo and video libraries, as well as day trips and distribute to writers for publication as requested.
- Maintain a database of all media inquiries, press releases sent, media mentions with value
- Design and publish posters, brochures, and flyers number of posters/flyers printed annually for local and regional cultural and historical festivals and events, as well as major fishing tournaments and other sporting.
- Ordering and proofing all promotional materials. (All proofs must have Executive Director approval)

Social Media:

- Manage and oversee activity of Social Media Content Creator
- Ensure social media marketing strategy aligned with overall marketing strategy

Event Planning Responsibilities:

- Plan and execute events and programs that promote tourism in Sabine Parish and the region
- Manage and oversee activities of Event Coordinator or student intern (as available)
- Promote area sporting events, fishing tournaments and cultural festivals via press releases, print media (e.g. posters, flyers) and promotional radio and/or TV spots, and appearing at live events.
- Promote regional and area partnerships by assisting with planning, promotion and media contacts for the following as assigned by Executive Director:
 - No Man's Land

- El Camino Real Caddo Region
- Toledo Bend/Zwolle Museum
- Many Historical Committee
- Fort Jesup
- Beautification Projects for Toledo Town, Zwolle, Florien
- Maintain inventory of creative ideas for future program development
- Assist with the design, printing, and installation of exhibits for museums and special events when needed

Budget, Grant Writing & Reporting Responsibilities:

- Assist Executive Director in preparing annual advertising budget
- Apply for and manage eligible state and federal grants (e.g., LOT fishing grant, advertising grant, retirement grant, etc.)
- Prepare quarterly cost reports as required

Other Responsibilities:

- Be available to travel as needed for association meetings and trade shows.
- Give tours of Sabine Parish as needed
- Take photos, videos, and other media as needed
- Attend webinars, seminars to stay updated with current marketing trends
- Attend community meetings and receptions as deemed by the Executive Director.
- Work with travel counselors to update local tourism partners such as local hotels, motels, restaurants, attractions, etc. as needed
- Maintain and update all in-house brochures.
- Attend monthly Tourist Commission Board meetings and present report of activities to board members. (2nd Tuesday of each month)

Requirements:

- Bachelor's degree from an academic institution in hospitality management and tourism, marketing, communications, journalism, or public relations
- Excellent organizational and writing skills
- Strong attention to detail and proofreading
- Strong Computer knowledge mandatory
- Knowledge in desktop publishing, software design principals and production knowledge preferred

- At least three years' experience in marketing or public relations and practical experience in the Hospitality industry preferred
- Experience in using video and photography equipment helpful