

RIDGELAND TOURISM COMMISSION  
d.b.a Visit Ridgeland



**JOB TITLE:** Marketing and Design Specialist

**REPORTS TO:** Director of Marketing and Public Relations

**CLASSIFICATION:** FULL TIME / SALARIED / EXEMPT

**BENEFITS:** Major Medical, Dental, Life Insurance and holidays as listed in the RTC Personnel Manual / Member of Public Employees Retirement System (PERS)

**HOURS:** 9:00 AM – 5:00 PM MONDAY – FRIDAY  
Nights or Weekends as Required

**SUMMARY:** Assists Director of Marketing & PR in all internal and external marketing efforts in addition to supplying graphic design. Works with Director of Marketing & PR in the implementation of social media, website, and communication initiatives to drive brand awareness and visitation to Ridgeland.

**PRIMARY DUTIES AND RESPONSIBILITIES:**

- Perform all graphic design, including creation of collateral and print and digital advertisements
- Manage content creation and scheduling tool for all social media channels as overseen by the Director of Marketing & Public Relations
- Collect information and develop content to distribute monthly e-newsletter to local partners as well as all email marketing to target audiences
- Assist in content calendar planning and implementation of marketing strategies
- Assist in design and ordering of all promotional items, apparel, presentations, and printed materials following state procurement guidelines
- Monitor and update website with relevant content including current events and database of tourism industry partners
- Assist in collection of photography and video of tourism assets
- Serve as Visit Ridgeland representative for area associations to share Ridgeland happenings and collect information, content, and industry contacts
- Maintain relationships with and fulfill inquiries to tourism related entities and RTC ad agency of record
- Assist in hosting travel media such as journalists and influencers
- Be knowledgeable and/or eager to learn about Ridgeland, our area, state, and region
- Perform other duties as requested by Director of Marketing & PR and President/CEO

## **QUALIFICATION REQUIREMENTS:**

- Bachelor's degree from a four-year college or university in communications, graphic design, or marketing and two years direct experience in the hospitality/related industry. Specific communication and public relations work/experience.
- Experience with email marketing systems such as Mailchimp.
- Experience with social media scheduling tool such as Sprout Social.
- Advanced capabilities in social media marketing and facilitation.
- Experience in WordPress and Beaver Builder or similar website systems.
- Experience in Adobe Rush, Premiere or other video editing platforms is a plus.
- Ability to relate positively with employees, clients, local and state hospitality partners as well as local, county and state officials.
- Ability to work nights and weekends and meet tight deadlines when necessary.
- Ability to make individual and group presentations as well as be a good presence and communicator for radio/tv.
- Ability to exercise judgement, initiative, tact, and diplomacy in a wide variety of public situations.
- Writing skills and copy editing is essential in addition to creativity.
- Computer literate in applicable Microsoft and internet software. Graphic design skills highly essential.
- Ability to travel on behalf of the Commission and possess a valid driver's license.
- Ability to operate standard office equipment, lift and carry up to 25 pounds, and walk short distances.

The Ridgeland Tourism Commission and the President/CEO reserve the right to modify any job description based upon the needs of the Commission. The RTC is an equal opportunity employer.

**Qualified candidates should send resumes to:**

**Katie Coats, Director of Marketing & PR, Visit Ridgeland**

**[kcoats@visitridgeland.com](mailto:kcoats@visitridgeland.com)**