



NATCHEZ CONVENTION PROMOTION COMMISSION (NCPC)

Natchez, MS

Job Announcement for Community & Public Relations Manager

The Natchez Convention Promotion Commission/Visit Natchez (NCPC) is seeking applications for the position of Community & Public Relations Manager. Interested candidates should submit resumes to the NCPC via email to visitnatchezjobs@gmail.com or via mail to Visit Natchez, c/o Human Resources, 640 South Canal Street, Suite C Natchez, MS 39120.

APPLICATION DEADLINE: Open until filled.

PRINCIPAL PURPOSE OF JOB: Responsible for assisting the Executive Director with the preplanning, development and implementation of all the organization's marketing strategies, marketing communications, and public relations activities. Coordinates with the Executive Director on development and implementation of support materials, advertisements and services in the area of marketing, communications and public relations.

SCOPE OF RESPONSIBILITY: The scope of responsibility is to work with Visit Natchez as a vital and contributing member of the team responsible for effectively communicating and promoting all aspects of Natchez with community partners and press.

ESSENTIAL JOB FUNCTIONS:

Duties include but are not limited to:

- Maintain and update tourism websites daily
- Participate in all aspects of public relations activities, some which may be held outside of the normal business hours
- Knowledge of all genres of media contacts: national, regional and local food, travel and entertainment etc.
- Ability to write interesting and effective press releases that generate media coverage
- Evaluate and prepare material for media kits
- Coordinate with Executive Director on all media buys
- Create and execute full public relations plan
- Plan and attend press events
- Produce and distribute monthly newsletter
- Create itineraries; arrange accommodations for travel writers and other media persons on assignments to Natchez
- Coordinate photography and submission or uploading for all tourism related publications and electronic media, including advertising images and fulfilling travel publication requests
- Assist film and television production entities with location searches, story ideas, etc.
- Manage resource materials and inventory of materials as assigned by supervisor
- Assist in the development of the annual budget and marketing plan
- Other work as directed by Executive Director

QUALIFICATIONS:

Education and experience:

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- Requires a bachelor's degree from a four-year college or university in a related field (marketing, public relations, communications.)
- Two-three years of related experience
- Excellent written and oral communications skills an absolute must.
- Computer literate and possesses general knowledge of office equipment
- Ability to coordinate responsibilities with other departments
- 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 in excess of normal working hours
- Ability to travel on behalf of the NCPC
- Ability to make individual and group presentations
- Ability to exercise judgement, initiative, tact and diplomacy in a wide variety of public situations
- Ability to work in a fast paced environment with changing priorities and deadlines

Licensing and certifications:

Possess a valid driver's license

Knowledge, Skills, and Abilities:

- Excellent verbal and written communication skills; ability to communicate verbally in an effective manner and to give and follow oral and written instructions
- Familiarity with local community
- Demonstrated ability to work directly with public and individuals from diverse backgrounds
- Ability to work in individual and group settings
- Ability to initiate and complete projects and assignments in a timely manner
- Knowledge of hospitality and tourism industry

Physical Requirements:

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is frequently required to sit and talk and hear. The employee is occasionally required to walk; use hands to finger, handle, or feel objects, tools or controls, and reach with hands and arms.
- The employee must occasionally lift and/or move light objects, materials, etc. Specific vision abilities required by this job include close vision and the ability to adjust focus.
- Ability to give and receive information through speaking and listening skills.
- Corrective devices may be used to meet physical requirements.

Work Environment:

- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- The noise level in the work environment is usually moderate.

SELECTION GUIDELINES:

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- The NCPC reserves the right to revise or change job duties as need arises.
- Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.
- The duties listed above are intended as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.
- The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

PREFERENCE WILL BE GIVEN TO APPLICANTS WITH ANY OR ALL OF THE FOLLOWING:

- Experience in tourism, hospitality industry and/or experience in marketing and/or public relations.
- Experience in destination marketing for historic locations.

BENEFITS

- Paid vacation and sick leave, health insurance, PERS retirement contribution, paid holidays, mileage reimbursement when company vehicles are not available for travel.

SALARY

- Salary commensurate with experience

MISCELLANEOUS

- Work hours are generally 8:30-5pm, Monday through Friday. Given the nature of the tourism industry, some evening and weekend work is required, along with some travel.

CONFIDENTIALITY

- This position requires access to marketing and sales data, financial statements, and other tourism-related information, all of which is considered confidential and employment agreement will require signing confidentiality agreement

CREATIVE MATERIALS

- Any and all creative material produced and elements created by the selected candidate for the NCPC and Visit Natchez during his/her employment will become the property of the NCPC as will all materials, film, negatives, art, code, etc. as well as campaign treatments developed but not utilized. The NCPC acknowledges certain legal constraints, and as such, requires universal releases for materials unless cost considerations, such as model releases, music, photographs, etc. become prohibitive.

The Natchez Convention Promotion Commission is an equal opportunity employer to all qualified persons without regard to race, color, age, sex, religion, national origin or any other basis prohibited by law.