



VISIT SOUTHEAST MONTANA

POSITION: Visit Southeast Montana Tourism Marketing Specialist

POSITION SUMMARY: The Visit Southeast Montana (SEMT) Tourism Marketing Specialist position is a critical part of the regional tourism marketing team, which consists of the Marketing Director and advertising/marketing Agency of Record (AOR). While this is a support role and includes some administrative work, the position requires a broad range of skills with the potential for growth. The Marketing Specialist will travel to and interact with regional and statewide tourism partners, stakeholders, personnel from the Montana Office of Tourism and Business Development, Indian Country and Tribal Tourism Partners, the SEMT Board of Directors, international and domestic tour guides and operators, leisure tourism consumers and several governmental agencies. In other words, you have to be able to work with all types of people across multiple industries.

Strong interpersonal and strategic communication skills are a must, as are killer organizational skills. This is a fast-paced job that varies from day-to-day and the position must flex with changing needs. However, tracking and reporting are as vital as the ideas themselves – how else do we know what works and what doesn't?

While the team approach gets things done, the position does require a self-driven mindset; an understanding of, or willingness to learn, what Southeast Montana entails; and that ever-sought-after outside-the-box thinking.

This position reports to the Marketing Director and is employed by the Billings Chamber of Commerce, which manages Visit Southeast Montana.

DUTIES AND RESPONSIBILITIES

Responsibilities of the successful applicant will include:

- Overall Marketing
 - Assist Marketing Director with all aspects of tourism marketing, including:
 - Annual marketing plan research, development, execution and reporting;
 - Annual advertising campaign;
 - Strategic and integrated Communications Plan – social/advertising/ebblast/news release;
 - Media tracking software to effectively and efficiently pitch, monitor and report earned media/PR efforts;
 - Annual marketing workshop development, coordination and hosting as pertains to regional tourism partners; and
 - Protect and promote the Visit Southeast Montana brand within the Montana brand.

- Have familiarity with or willingness to learn the Rules & Regulations of Montana Lodging Tax as set forth by the Tourism Advisory Council.
- Communications, Content and Publicity
 - Research, write and develop content for regular blog posts/e-blasts/news releases;
 - Compile content for weekly eblast to regional tourism partners;
 - Collaborate with Marketing Director to develop and/or lead media and tour operator familiarization tours; and
 - Represent Visit Southeast Montana at trade shows or other public events.
- Social Media
 - Take existing channels to the next level and seek new avenues:
 - Create content in region (when opportunity arises);
 - Mine UGC and other methods for enhancement;
 - Integrate content as per the Communications Plan and Editorial Calendar while providing input on both;
 - Create, execute and oversee social-only campaigns
 - Monitor comments and engagement as the “Voice of Southeast Montana;” and
 - Be “All Things Social” for Visit Southeast Montana – own it.
- Administrative
 - Database management, such as photo/video library.
 - Track and maintain distribution of annual travel guide and regional maps.
 - Contribute to Board and committee meetings:
 - Arrange locations; packets; other logistics, and
 - Record detailed and accurate meeting minutes.
- Website Work
 - Analyze, contribute to and/or write or revise existing content, such as itineraries;
 - Keep Partner website up-to-date; and
 - Strive to update all regional business listings.

QUALIFICATIONS

- Must possess super-human organizational skills, including use of tools like MS Suite including Word, Excel, PowerPoint, Google docs and CRM tools like MailChimp.
- Must be courteous, professional, outgoing and able to respond to changing priorities.
- Ability to quickly understand a situation and troubleshoot “next steps” as necessary.
- Understanding of the intricate value of customer service to visitors, partners and stakeholders.
- Knowledge of, or willingness to learn, about region, specifically, and tourism, in general.
- Accurate record-keeping ability is critical along with ability to implement operational protocol.
- Bachelor or Associate degree in Organizational Communication, Business Administration, Marketing or a similar field, or equivalent experience.
- Experience with Adobe Suite, photography and/or videography skills, including editing software, are a plus.

PHYSICAL CONDITIONS/WORK LOCATION

An employee in this class of work performs activities requiring the occasional lifting of objects weighing sixty (60) pounds or less. It also requires the ability to lead occasional walking or driving tours that include activities like horseback riding, biking and boating. Frequent regional, national and possibly international travel via all forms of transportation (vehicle; plane; train) may be required.

POSITION SPECIFICATIONS

Reports to:	Visit Southeast Montana Marketing Director
Classification/Hours:	exempt, regular, full-time
Benefits:	Medical, dental, life and long-term disability insurance; paid vacation and sick leave, holidays, 401(k).
Required Materials:	Cover letter, resume, three professional references
Send to:	Human Resources PO Box 31177, Billings, MT 59107 jennifer@billingschamber.com

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