

**JOB TITLE:** Visit Southeast Montana Tourism Marketing Specialist  
**REPORTS TO:** Visit Southeast Montana Executive Director  
**POSITION STATUS:** Full-time, Non-Exempt  
**SALARY RANGE:** \$45,000-\$50,000 annually DOE

**POSITION SUMMARY:**

The Marketing Specialist plays a key role in promoting Southeast Montana as a premier travel and tourism destination. This position is responsible for assisting with marketing campaigns, communications, social media and content, research, reporting, and promotional strategies to attract visitors. Additionally, the role provides essential marketing support to the Executive Director, ensuring efficient operations and organizational support.

**DUTIES AND RESPONSIBILITIES:**

**Overall Marketing**

- Assist Executive Director with all aspects of tourism marketing, as requested, including:
  - Annual marketing plan research, development, execution and reporting;
  - Assisting with annual advertising campaigns; tracking performance and providing analysis and reporting.
  - Strategic and integrated Communications Plan – social/advertising/eblast/news releases;
  - Tourism partner outreach such as marketing workshops or Tourism Ambassador Program.
- Conduct market research to identify trends, competitor activities, and customer preferences to inform marketing strategies.
- Support content creation for marketing materials, including blogs, newsletters, and social media posts.
- Strive to keep all regional business and event listings up-to-date.
- Work with Visit SEMT team to ensure that Partner website/page is up-to-date, including board orientation materials and marketing tool kit.
- Manage databases and distribution of annual travel guide and regional maps.
- Protect and promote the Visit Southeast Montana brand within the Montana brand.
- Managing inventory of Visit Southeast Montana promotional materials.
- Have familiarity with or willingness to learn the Rules & Regulations of Montana Lodging Tax as set forth by the Tourism Advisory Council.

**Communications and Publicity**

- Compile content for monthly consumer email newsletter.
- Work with Agency of Record for public notifications, press releases, media monitoring and reporting.
- Collaborate with Executive Director to develop and/or lead media and tour operator familiarization tours.
- Represent Visit Southeast Montana at presentations, outreach, trade shows or other public events as requested.

## **Additional Duties**

- Contribute to Board and committee meetings:
  - Arrange locations; packets; other logistics, and
  - Record detailed and accurate meeting minutes.
- Manage own time and product timelines with discretion and independent judgement.
- Report on use of company credit card for job-related expenses, including trip report, subscriptions and meeting costs.
- May be required to accompany familiarization tours that may include activities such as biking, hiking, boating, horse riding or physical activities related to the region.
- Other duties as assigned.

## **MINIMUM QUALIFICATIONS:**

*[Note: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the education, certification, licensing experience, knowledge, skill and/or ability required. A combination or accumulation of applicable work-related experience and/or education may be recognized as sufficiently meeting the pre-requisites outlined below.]*

### **Education and Experience:**

- Bachelor or Associate degree or equivalent experience in non-profit, destination and economic development, community outreach, marketing and/or communications field.
- Minimum two (2) years' experience in marketing, tourism, or administrative roles

### **Certificates, Licenses, Registrations:**

Must possess a valid Driver's License and automobile insurance.

### **Knowledge, Skills, and Abilities:**

- Strong interpersonal and strategic communication skills for marketing initiatives and collaborative teamwork
- Understanding of Visit Southeast Montana's mission and its connection to statewide tourism, or willingness to learn
- Excellent organizational and time management abilities
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace, Adobe Creative Suite, and CRM platforms such as MailChimp
- Knowledge of marketing principles and best practices
- Strong analytical and problem-solving capabilities
- Deep understanding of customer service excellence and its impact on visitors, partners, and stakeholders
- Self-motivated with a professional, courteous, and outgoing demeanor; ability to adapt to changing priorities
- Exceptional record-keeping skills and ability to implement operational protocols accurately

## **BENEFITS:**

Salary range \$50,000-\$55,000 annually DOE, generous performance based annual bonus and comprehensive benefits package including: Medical, dental, vision insurance – 75% employer paid premium; life, and long-term disability insurance; Paid Time Off; Flexible spending accounts; paid holidays and floating holidays; 401(k) 3% employer contribution & up to 4% match (must meet eligibility requirements)

Join Visit Southeast Montana and play a pivotal role in driving economic impact and enhancing the community through tourism initiatives. If you have a passion for this region and tourism, we want to hear from you! Qualified candidates submit a cover letter and resume to [hr@billingschamber.com](mailto:hr@billingschamber.com) for consideration. Priority screening deadline of August 15<sup>th</sup>, 2025. Full job description available at time of interview or upon request. EEO.