



Hattiesburg Tourism Commission Seeks Director of Communication & Digital Strategies

The Hattiesburg Tourism Commission's overall goal, in cooperation with its partners and stakeholders, is increasing both leisure and corporate travel in the Hattiesburg market through increased overnight stays and visitor attraction attendance. To that end, the Hattiesburg Tourism Commission is seeking a full-time Director of Communications and Digital Strategies.

The Director of Communications and Digital Strategies will perform a broad scope of tourism and marketing tasks relating to the Hattiesburg Tourism Commission (dba VISITHATTIESBURG) and its outreach and coordination efforts with tourism industry partners and visitors.

The Director of Communications and Digital Strategies will manage both internal and external communications for Hattiesburg Tourism Commission, including writing and editing content and copy for media releases, industry reports, newsletters, placed media, and digital content, including social media and website content.

The Director of Communications and Digital Strategies will assist with special projects, meetings, and tourism-related events for the future growth and benefit of Hattiesburg's tourism economy under the guidance of the Executive Director and the Hattiesburg Tourism Commission.

This individual will be the media relations contact, serve as the digital marketing information manager, and work directly with the VISITHATTIESBURG team on creative design elements, print/digital production, and will represent VISITHATTIESBURG in a communications capacity at tourism-related events and activities.

Position Qualifications:

- Bachelors Degree in Mass Communications/Marketing/Public Relations **or** Tourism and Hospitality Management; Masters Degree in Communications/Marketing/PR Preferred.
- At least one year of direct, full-time working experience in the Hospitality/Tourism Industry
- At least one year of direct experience using a newsletter platform (Emma, Constant Contact, Mail Chimp, or comparable), social media content creation in Facebook, Twitter, Instagram, and Snapchat, as well as Facebook Ad Manager Experience
- Strong, working knowledge of WordPress, SEO best practices, and Google Analytics reporting
- Excellent written communication skills with experience in AP Style writing
- Excellent verbal and presentation skills
- Strong working knowledge of Adobe Creative Suites platform with specific emphasis in InDesign, Illustrator, and Photoshop

To apply for the Director of Communications and Digital Strategies position, interested individuals should complete the online form located at <https://www.visithburg.org/careers/employment-application/> by 4:00 p.m. CST on Tuesday, October 24, 2017.

Digital portfolios and examples of work can be included in PDF format with cover letter and resume.

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