

Online Communications Coordinator

Nature of Work

This is responsible technical and administrative work assisting with online communication and social media marketing efforts for the City of Pigeon Forge Tourism Department.

Responsibilities associated with the job include, but are not limited to Creation of Front Line News and Pigeon Forge City Newsletter, Ensuring the proper content and validation of website information in regards to social media, act as liaison and work closely with marketing partner agencies to gather and deliver digital content, managing the Facebook presence for the City of Pigeon Forge Department of Tourism, developing calendars for the appearance of certain content on the website, responding rapidly to timely opportunities for new content and providing assistance to city businesses to develop social media opportunities. Responsibilities require at least two years' proven experience in the tourism field, including considerable experience in writing/communications, online marketing, working/applied knowledge of social media and online marketing methods and best practices, dedicated attention to detail and good organizational, interpersonal and decision-making skills. Job performance is evaluated by the Tourism Marketing Manager through review of the effectiveness of online marketing sales, knowledge of marketing trends and methods, ability to effectively communicate with the Department of Tourism's target audience, and strong interpersonal and decision-making skills.

Illustrative Examples of Work

- Continually oversee and ensure proper and accurate content of digital information including local business information, city-sponsored events, current calendars of city events, etc.
- Develop and implement specified content calendars for the website, and responds rapidly to timely opportunities for new content when appropriate
- Creates social media posts for the city's Tourism department Facebook Page
- Work closely with partner agency to provide images, videos, etc. to publish quality content across My Pigeon Forge social channels
- Able and willing to be on-camera for social media efforts including Facebook Live and Instagram Stories when needed
- Ensures that the city's brand image and recognizable features are well represented to the public online.
- Assists with after hour's work as needed for special events sponsored and/or coordinated by the city.
- Communicate directly with businesses in order to promote them through the Frontline News and other outlets as well as grand opening events and media blitzes (TV and radio interviews).
- Provides assistance to city businesses to develop social media opportunities.
- Performs related duties as required.

Necessary Requirements of Work

High School Diploma and or equivalent GED required. Two-year college degree in Communications, Marketing, Tourism preferred. Minimum of 2 years' equivalent experience in the tourism field. Applicants must be proficient in Microsoft Word, Publisher, Microsoft Excel, PowerPoint and have strong verbal and written communication skills. Top applicants will be comfortable with digital technology and have a working knowledge of best practices for Facebook, Twitter, Pinterest, Instagram and other social media. A proven track record of managing social media channels for brands or companies is a plus, as well as a willingness to be camera-ready for social media live coverage, strong organizational, interpersonal and decision making skills; or any equivalent combination of education and/or experience to provide the following knowledge, abilities and skills: or any equivalent combination of education and/or experience to provide the following knowledge, abilities and skills:

- Considerable knowledge of local and regional tourist attractions, hotels and restaurants, excursions, transportation services, etc.
- Ability to establish and maintain effective working relationships with local tourism business, hotel and restaurant management staff, etc.
- Ability to prioritize personal time and activities to meet established deadlines and reporting requirements.
- Ability to make timely and appropriate decisions in accordance with established operational policies and procedures
- Ability to develop and maintain accurate and comprehensive files on clients, organizations, associations, etc. participating in online/internet marketing activities
- Ability to conduct research on potential leads in an effective and productive manner
- Ability to work with departmental staff and create, develop and implement effective marketing ideas, concepts and programs.
- Ability to consistently represent the City of Pigeon Forge Department of Tourism in a positive and professional manner
- Ability to assist with various City sponsored events and functions when required

Necessary Special Requirements

Possession of a valid Tennessee Driver's license and the ability to be insured at standard vehicle liability rates.

Physical Requirements

- This is sedentary work requiring the exertion of up to 25 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects
- Work requires reaching, grasping, hand and finger dexterity including reaching, grasping, and repetitive motions

- Vocal communication is required for expressing or exchanging ideas by means of the spoken word, and conveying detailed or important instructions to others accurately, loudly, or quickly
- Hearing is required to perceive information at normal spoken work levels, and to receive detailed information through oral communications and/or make fine distinctions in sound
- Visual acuity is required for color perception, preparing and analyzing written or computer data, determining the accuracy and thoroughness of work, and observing general surroundings and activities
- The worker is not subject to adverse environmental conditions

Pigeon Forge, Tennessee
FLSA –Non-Exempt
5/12/20