



## **JOB STILL AVAILABLE – MARKETING DIRECTOR**

The Beverly Heritage Center in Beverly, West Virginia, now also operating as the Beverly Heritage Convention and Visitors Bureau (BHCVB), is seeking a full-time staff person as Marketing Director.

Duties will include responsibility for marketing and promotion of Randolph County tourism, with emphasis on Beverly attractions and events, county attractions outside of Elkins, and on cultural heritage attractions. This is likely to include:

- Participation and coordination with other county CVBs, including sitting on Elkins Randolph County Tourism Marketing Committee
- Participation on the Beverly Promotion Committee and relevant task groups, reporting monthly to the Beverly Heritage Center Board.
- Writing and distribution of press releases, feature stories, and traditional media outreach
- Social media outreach and monitoring
- Website improvements and updates
- Creating online and print products to promote Beverly and Randolph County, including itineraries and partner packages
- Distribution of event notices, calendar listings, and monitoring review sites
- Management of paid advertising, signage, and print materials
- Development of and nurturing partnerships that will strengthen tourism promotion such as with other tourism attractions, other area CVBs, Appalachian Forest National Heritage Area, WV Division of Tourism, etc.
- Itinerary development and networking with other area sites and experiences, particularly related to culture and heritage,
- Marketing to attract bus tours, groups, conferences and conventions to Randolph County and Beverly
- Tracking and documenting marketing and tourism activities, and the impact of those activities to benefit Randolph County

Duties will also include marketing and providing visitor services for tourists and groups through the Beverly Heritage Center, with emphasis on the visitor information aspects of the Center, including:

- Welcoming visitors, enhancing visitor experience, encouraging positive word of mouth and return visits
- Hosting, booking, preparation for, management and welcoming of group visitation, including tours, bus groups, conferences and conventions
- Managing visitor information products for the BHC including brochure and rack card management to share information on other sites, and helping to distribute information to other area visitor information centers
- Marketing and supporting events that bring tourists to Randolph County

Duties will also include marketing Beverly businesses and assisting Beverly ON TRAC efforts to promote the Beverly business community, encourage local engagement, assist with community revitalization and adaptive reuse of historic buildings, build capacity, create and expand our tourism destination, and promote Beverly and Randolph County business and attractions. Duties may include:

- Attending and supporting Beverly ON TRAC Economic Vitality committee, supporting and promoting Beverly businesses and revitalization, with emphasis on tourism attractions
- Attending and supporting Beverly ON TRAC Design committee, supporting and promoting Beverly historic preservation and adaptive reuse of historic buildings for tourism attractions.
- Assisting with capacity building, volunteer management, and helping increase resources for Beverly tourism and marketing activities.

Beverly Heritage Center is a non-profit Visitor Center and Museum that is now expanding promotional efforts. This job is full-time, with some pre-scheduled evening and weekend duties, with expected starting salary around \$23,000 annually. The Marketing Director will work closely with and report to the Executive Director and the Board Executive Committee. The Marketing Director will work in a close knit team of two staff members, two AmeriCorps members, an active committed Board of Directors, and a cadre of local volunteers.

Qualifications sought for the position are a bachelors degree with 2 years experience in marketing, communications, journalism or related field, or in a field related to tourism, recreation or hospitality. We may also consider applicants with other background, as long as they can show sufficient marketing skills and experience. Interest or background in public history or a heritage field, and/or familiarity with Randolph County, would be a plus. Strong interpersonal skills, written and oral communication, digital communications, and print design skills are expected.

Marketing Director Position will start as soon as feasible, probably in January 2020, or as negotiated. Applications will be accepted until position is filled.

To apply please send (email preferred):

- a cover letter indicating your interest and availability,
- a resume, and
- an example of your writing and/or design portfolio to

info@beverlyheritagecenter.org  
attn.: Christopher Taylor, Executive Director

For more information contact:

Christopher Taylor  
BHC 304-637-7424  
info@beverlyheritagecenter.org  
Or  
Phyllis Baxter, phyllisb@meer.net