



JOB AVAILABLE – MARKETING DIRECTOR

The Beverly Heritage Convention and Visitors Bureau, doing business as Beverly-Randolph Heritage Tourism, in Beverly, West Virginia, in partnership with the Beverly Heritage Center, 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 CVB 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 supporting Beverly ON TRAC efforts to support and promote the Beverly business community, encourage local engagement, assist with community revitalization and adaptive reuse of historic buildings as integral to engaging local support, creating and expanding our tourism destination, and promoting Beverly and Randolph County. 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.
- Attending and supporting Beverly ON TRAC Promotion committee, helping plan and implement events and tourism promotion.
- Attending and supporting Beverly ON TRAC Organization committee including 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. The Beverly Heritage CVB is the new partner organization focused on tourism marketing. This job is full-time (at least 35 hours per week) with expected salary beginning at \$22,000 to \$23,000 annually. The Marketing Director will work closely with and report to the Executive Director and the BHCVB 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 design skills are expected.

Marketing Director Position will start as soon as feasible, likely by December 2020 or as negotiated. Applications are encouraged now, and interviews will start in November. 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.: Chris Mielke, Executive Director

For more information contact:

Chris Mielke

BHC 304-637-7424

info@beverlyheritagecenter.org

Or

Phyllis Baxter, phyllisb@meer.net