

MARKETING & COMMUNICATIONS ADVISOR, JAYRAY

*Destination marketing/tourism experience desired to work with a variety of clients in the travel and tourism industry.*

**JOB ANNOUNCEMENT**

Do you delight in bringing ideas to life and advancing the cause of organizations that make the community a better place? As an advisor to JayRay clients, you'll partner with leaders in tourism, local government, business and nonprofits on marketing and communications.

You'll find the JayRay team is caring and supportive. We value diversity – in backgrounds and in experiences. We are intentional and self-reflective about the kind of team and culture that we are building, seeking marketing and communication pros that are not only strong in their own aptitudes but care deeply about supporting each other's growth. Our employee's points of view are key to our success, and inclusion is everyone's responsibility.

Here you'll use all your strategic ability and planning skills to take the lead with some clients, and to lend support with others. You will also be part of our business development team. Be ready for a fast-paced business environment that encourages teamwork, continuous learning, versatility and a sense of humor.

If you relish challenge, are a creative problem solver and have a record of effectiveness in digital marketing, messaging, campaign development and networking, we're eager to meet you. We are looking for someone dedicated to client service, who can balance the big picture while collaborating with a team, both virtually and some days from our Tacoma office, to get the work done across all channels.

Strong and versatile writing samples and marketing and communication experience (marketing plans, marketing strategy, media relations, leading teams, making presentations ...) with tourism / destinations are desired!

Show us you have related education, a strong portfolio, 8-plus years of experience and strong references. Your resume, cover letter and references go to:

Bethany Doane  
Bdoane@jayray.com  
[www.jayray.com](http://www.jayray.com)





## **Position Profile**

We're looking for an energetic marketing/communication professional for an Advisor or Senior Advisor position. Tasks and projects may range depending on the skillset of the candidate, but generally include a mix of:

### **Marketing**

- Collaborating with our creative team to craft multi-channel campaigns from concepting to execution
- Developing integrated marketing strategies and plans
- Crafting advertising plans, placing media and reporting on results
- Leading a research process to uncover and refresh brands

### **Social Media**

- Developing content strategies for multiple clients across Facebook, Instagram, Pinterest and Twitter
- Posting, engaging, reporting and growing followers across multiple social communities
- Managing digital ads across multiple channels and providing campaign reports

### **Media Relations**

- Monitoring media coverage using Cision and providing monthly reports
- Building media lists for multiple clients
- Reaching out to influencers and coordinating influencer trips
- Writing press releases and pitching media

### **Website Management**

- Maintaining multiple client sites including ongoing content updates
- Crafting blogs and conducting fact checking
- Running Google Analytics reports
- Monitoring email lists and sending out e-newsletters
- Collaborating with our website developer and designers to launch new sites

### **Research**

- Conducting online research and effectively presenting results
- Drafting surveys using Survey Monkey and providing reports

### **Project Management**

- Managing client relationships, developing work plans, budgets and project schedules
- Leading client projects which may include photo and destination video shoots
- Collaborating on JayRay self-promotion efforts ranging from award entries, social media, website content, quarterly e-newsletter, agency blog, new business efforts and more