



**Position:** Marketing Manager

**Job Category:** Marketing

**Reports To:** Director of Marketing

**Summary:** Under the direction of the Director of Marketing, the Marketing Manager will create original, compelling and creative visual storytelling that supports Visit Tri-Cities' (VTC) mission to attract visitors to the Tri-Cities region and support community advocacy. As a visual content creator, the Marketing Manager will develop engaging and authentic content showcasing the Tri-Cities region.

#### **Duties & Responsibilities:**

- Create visually compelling marketing materials to satisfy a variety of projects, including, but not limited to, print ads, digital display ads, website, brochures, maps, newsletters, social media graphics, in-depth visitor guides, etc. using Adobe Creative Suite.
- Support creative process and produce and edit multiple videos regularly.
- Coordinate and support photo/video shoots under various conditions including, but not limited to, commercials, long- and short-form storytelling videos.
- Take compelling photos on an as needed basis.
- Effectively communicate conceptual ideas, with detail and design rationale.
- Develop authentic visual stories to support advocacy initiatives.
- Provide website content support under the general direction of the Senior Vice President to assist with visual needs such as photos, graphic elements, etc.
- Use social media (Facebook, Twitter, Instagram, YouTube) to engage viewers, followers and fans.
- Analyze and interpret social media data.
- Curate user generated content to be used in marketing materials.
- Produce and maintain library of high-quality photo/video assets; organize assets for ready access.
- Perform all other duties as assigned.

#### **Requirements:**

- Four-year degree required, with three or more years of experience creating visually compelling marketing materials.
- Superior knowledge using the Adobe Creative Suite, specifically Photoshop, InDesign, Illustrator.
- Knowledge of lighting, composition and image stabilizing equipment/techniques.

- Familiarity using website CMS.
- Desire to learn about the tourism industry and advocate for the Tri-Cities as a destination.
- Highly organized and self-motivated with the ability to multi-task across several ongoing projects.
- Competency in video production and editing.
- Ability to handle direct feedback.
- Keen eye for detail and accuracy.
- Ability to think and work creatively with tight timelines.
- Excellent written and verbal communication.
- Demonstrated dependability as a part of a team.

To apply for the position, submit resume, cover letter and salary history by email to [Karisa@VisitTri-Cities.com](mailto:Karisa@VisitTri-Cities.com).

Position is open until filled.

*Visit Tri-Cities (Tri-Cities Visitor & Convention Bureau) is the destination marketing organization for the Tri-Cities region. The organization's mission is to promote, market and sell the region as a preferred destination to visitors. We will develop incremental visitation by promoting our destination products, programs and activities; the overall economic vitality of our communities and the quality of life for our citizens.*

*Located at the confluence of three rivers with over 200 wineries within an hour drive, the Tri-Cities is a growing metropolitan area in southeast Washington, comprised of Kennewick, Pasco, Richland and West Richland, where the more than 300 annual sun-filled days are enjoyed by visitors and residents alike. [www.VisitTRI-CITIES.com](http://www.VisitTRI-CITIES.com)*