

Position

Manager, Marketing and Communications

Visit Kitsap
Silverdale, Washington

Visit Kitsap is looking for an energetic professional to collaborate with the DMO Director and Visit Kitsap Board to increase awareness of the Kitsap Peninsula and Kitsap County through various marketing strategies and programs. We are seeking a seasoned marketing professional with the desire to help continue building the Visit Kitsap brand “in-house.”

Candidates for this position will have previously served in a marketing management role with a destination marketing organization and will collaborate with the Director to research, implement and assess marketing strategies and help facilitate ongoing improvements as well as contribute to organizational strategy.

The ideal candidate will have at least 5-7 years of experience with an emphasis in a marketing role and a desire to live, work and thrive on the Kitsap Peninsula in the State of Washington. Visit Kitsap is a steward of the Kitsap Peninsula Water Trails and a partner in the Maritime Heritage Area in the State of Washington. This is a full-time, exempt position.

Visit Kitsap collaborates with local communities, industry associations, public facilities, tribes, government agencies and private businesses both to market Kitsap to travelers to support the development of new travel opportunities while emphasizing stewardship and natural resources. We want to position Kitsap as an emerging destination for soft adventure featuring idyllic, waterfront communities and attractions identifying with Kitsap’s indigenous, maritime and military heritage. Visit Kitsap is a small operation with a large footprint.

QUALIFICATIONS

- Desire to help advance Kitsap as an emerging travel destination
- Working knowledge of marketing communications & media relations
- Experience with social media/multimedia platforms
- Graphic design and creative production and execution experience
- Thrive in a fast-moving and office-based environment; currently no direct reports
- Flexibility in scheduling as position requires county-wide travel and on-site attendance at events throughout the County and Kitsap Peninsula
- DMO experience desired; familiarity with State of Washington, Puget Sound region and Pacific Northwest highly desirable but not required
- Photography skills (drone) helpful but not required; willingness to seek certifications and additional training provided if budget permits
- Experience with Adobe Design Suite or other design software (Adobe Illustrator, InDesign, Canva) is required
- Advanced skills in social media and web expertise (WordPress, SEO, Google Analytics)
- Bachelor’s degree in related field
- Flexibility to travel for meetings and events both within the Kitsap Peninsula, domestically and internationally as budget and schedule permit

SKILL SET, EXPERIENCE AND RESPONSIBILITIES

DIGITAL MARKETING

- Manage Visit Kitsap online platforms, which may include research, writing, and editing communication materials for websites, social media platforms, e-mail newsletters, press releases, and video scripts
- Managing, monitoring, and responding to community and user feedback across social platforms
- Lead a social media strategy that shares our story with a goal to grow and expand our online community.
- Assist in maintaining and developing content across our media channel including social media
- scheduling social media posts
- Implement and maintain internal digital editorial calendar, including social media posts, blogs, webinars and podcasts.
- Develop new and original content
- Assist in maintaining the Visit Kitsap websites including Kitsap Peninsula Water Trails
- Develop and manage digital lead generation activities. Use data to evaluate and inform strategy
- Maintain and strategically evolve Constant Contact or other email marketing
- Develop quarterly reporting with Director and provide progress on KPIs.

MARKETING MATERIALS

- Produce design and editorial for programmatic program messaging, sales tools, presentations, advertising, annual reports, newsletters and more

EVENTS

- Attend industry-specific conferences as a representative of Visit Kitsap
- Presence at trade shows and events, booth and collateral design

MEDIA AND PR

- Build relationships with networks, partners and editors that can be leveraged to attract new clients
- Develop press materials including press releases, media alerts and press kits when needed
- Assist Director with internal public relations messaging maintaining and assist with reporting for communities and cities and board to inform progress on KPIs

Other duties as assigned including assisting Director with office administrative functions as time permits.

This is a full-time, exempt position.

Salary range \$70-80K DOE with stipend provided to assist with relocation and other costs and benefits associated.

Visit our websites at Visitkitsap.com and kitsappeninsulawatertrails.com for more information on the Kitsap Peninsula.

TO APPLY

Forward letter of interest and qualifications to beth.javens@visitkitsap.com by **November 30, 2021**. Start date anticipated to be January 2022.

Visit Kitsap is an Equal Opportunity Employer. Must adhere to Washington State mandates for COVID protocols and vaccination or proof of exemption.