



Marketing Manager

Job Tracking ID: 512707-572152

Job Level: Any

Job Type: Full-Time/Regular

Years of Experience: 5 - 7 Years

Job Location: Columbia, TN

Level of Education: BA/BS

Date Updated: April 13, 2017

Starting Date: ASAP

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Job Description:

THE CITY OF COLUMBIA TN, IS SEEKING A PROVEN DYNAMIC AND PROFESSIONAL LEADER TO SERVE AS MARKETING MANAGER.

Columbia is looking for a candidate that brings enthusiasm, passion and creativity to develop a marketing and tourism plan for the City. The Marketing Manager will conceive, propose, and sell new ideas, strategies, and concepts—and guide those projects to completion. In this role the manager will be expected to flex both their analytical and creative muscles. The successful candidate must be able to work at the strategic level (generating bold and innovative ideas for growth) and at the tactical level (optimizing campaigns with merchandising tools, analyzing data and solving problems).

The City of Columbia is seeking applicants with exceptional interpersonal skills who possess the ability to demonstrate leadership in creating and executing the principles and practices of advertising, public and media relations, market research, and marketing plans. It is expected the successful candidate will have extensive experience in working in tourism, be engaged in fundraising, write interesting and effective press releases, prepare information for media kits, develop and maintain city internet or intranet web pages, identify main client groups and audiences, determine the best way to communicate publicity information to them, and develop and implement a communication plan.

The successful candidate will also logistical support to the Columbia Arts Council.

Knowledge and Skill Requirements:

- Strategic understanding of marketing, tourism, communications and public relations;
- Strong written and verbal communication skills (writing and work samples required);

Need Help Applying? appropriate marketing plans and strategies including social media and a web presence;

- Research, select, negotiate and manage event related vendors and services while maintaining budget/costs and achieving on time deliverables;
- Principles and practices of journalism and composing and editing informational and promotional materials;
- A willingness to maintain a high degree of visibility in the community;
- Produce a work product that is of the highest standard, with exceptional written and visual communications;
- A visionary and innovative approach to new ideas and concepts who displays initiative, is resourceful and creative and has problem-solving ability;
- Experience leading the creative process for marketing including website design, brochures, displays, advertising, digital content, etc.;
- Ability to prioritize a variety of projects and work under deadlines;
- Establish and cultivate effective working relationships with government and business officials, community groups, civic leaders, employees, the news media and the general public;

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Experience and Skills:

EDUCATION AND EXPERIENCE

The successful candidate will possess a bachelor's degree in journalism, marketing, public relations or a related field and five years' experience in marketing or public relations.

OTHER PREFERRED KNOWLEDGE AND SKILLS:

- Tourism experience;
- Establishing frontline training programs;

- Experience in working with and establishing way finding programs and other navigation and communication tools for traversing the downtown, historic, arts and other areas utilizing things such as signage, brochures, kiosks and smart-phone applications.

Benefits:

COMPENSATION AND BENEFITS

The City of Columbia offers a competitive salary range of \$53,206.00 - \$79,809.00 depending on qualifications and experience. The City also provides a competitive benefits package including medical, dental, life, vision insurance, near site clinic, long term disability, long term care; optional life and disability coverage; 401(k) and 457 deferred compensation plans; as well as paid holidays, vacation and sick leave.

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