Memo

To: All Interested Candidates
From: Jan Prichard, Human Resources Director
Date: June 9, 2016
RE: ONE (1) Full-time Communications Coordinator

Tourism Development Authority

Duties and Responsibilities: This position will perform intermediate paraprofessional marketing and technical support work for Henderson County Tourism Development Authority (TDA); provide information and assistance to all visitors; perform marketing and public relation duties; maintain various databases; drafts and/or prepares, maintains and distributes media kits, press releases, calendar of events, and like materials; prepares and distributes various correspondence, brochures, forms reports, flyers, and other written materials; develops and maintains TDA social media; supports TDA staff with projects and special events. Performs related work as required. Work is performed under regular supervision. Reports to the Assistant Director.

Qualifications: A thorough knowledge of the principles and practices of marketing and public relations and related tools and techniques; general knowledge of technical process, procedures, and methods used in producing publications and other printed materials; strong public speaking skills; ability to develop public relations strategies; general knowledge of local geography and attractions; ability to efficiently operate office photographic, production and other equipment required by the position; proficiency in all aspects of social media; proficiency in use of Adobe Photoshop as well as Microsoft Office programs required for the position; ability to establish and maintain effective relationships with media; ability to design, organize and gain input from a variety of sources for various publications and written materials; ability to safely and efficiently operate a motor vehicle; ability to attend work regularly; ability to work flexible hours, weekends, evenings and some holidays as required by the position; excellent interpersonal skills.

Any combination of education and experience equivalent to high school graduation and considerable experience in marketing, journalism or public relations and some experience and/or exposure to government operations and video production.

Pre-employment drug test and background checks required of finalist applicants.

Applications must be obtained and submitted to Henderson County HRD, 112 First Avenue West, Hendersonville, NC 28792, www.hendersoncountync.org/hrd. Applications may also be obtained at the Henderson County NCWorks Career Center, Blue Ridge Community College, 180 West Campus Drive, Flat Rock, NC 28731

The deadline for application is: June 30, 2016

Starting rate: $16.21
Grade: 69