



## Digital Marketing and Event Assistant Job Description

### **Position Summary:**

The Digital Marketing and Event Assistant is a part-time role dedicated to enhancing the digital presence of VisitNCsmokies.com through effective event management and digital marketing strategies. This position involves maintaining an up-to-date calendar of tourism-related events throughout Haywood County, submitting events to external websites and platforms, and ensuring the website content remains fresh and engaging. The ideal candidate will have a passion for digital marketing, strong organizational skills, and an eye for detail, aiming to promote Haywood County as a premier tourist destination.

### **Duties, Responsibilities, and Essential Functions:**

- **Event Calendar Management:** Proactively seek out tourism-related events in Haywood County and accurately input them into the VisitNCsmokies website in the proper format. Ensure the events calendar is comprehensive, current, and user-friendly.
- **Digital Marketing:** Maintain the VisitNCsmokies.com website, ensuring content is fresh, links are functional, and business listings are accurate and up-to-date. Implement digital marketing best practices to enhance the site's visibility and user engagement.
- **External Event Submissions:** Submit Haywood County tourism events to external websites including but not limited to VisitNC.com, AAA.com, OurState.com, etc., expanding the reach and visibility of local attractions and activities.
- **Content Creation:** Assist in creating engaging content for the website, including event descriptions, blog posts, and updates on local attractions, to engage visitors and promote the region.
- **Collaboration:** Work closely with other team members and departments to gather information on upcoming events and promotional opportunities.

### **Qualifications:**

- Proven experience or strong interest in digital marketing, event management, or a related field.
- Excellent organizational skills and attention to detail.
- Strong written and verbal communication skills.
- Proficiency in various CRM/CMS web content management systems is a plus.
- Ability to work independently and collaboratively in a team environment.
- Familiarity with analytics tools (e.g., Google Analytics) preferred.
- Photo editing capabilities
- Passion for promoting tourism and knowledge of Haywood County's attractions and events.

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### **Work Schedule:**

This is a part-time position requiring 20-29 hours per week, Monday through Friday. Flexibility in hours may be required to accommodate event schedules and marketing campaigns. Visit NC Smokies\* is an equal opportunity employer. Hourly pay ranges from \$15.00 to \$20.00 DOE.

*\* The Haywood County Tourism Development Authority, doing business as Visit NC Smokies, is a North Carolina Public Authority.*

### **To apply:**

We are open to applications from individuals looking for part-time employment as well as proposals from local contractors or agencies capable of fulfilling these responsibilities. Interested candidates or teams should submit a resume (for individuals) or a detailed proposal (for contractors/agencies) along with a cover letter or introduction that outlines their interest in the role, relevant experience, and how they envision contributing to the VisitNCsmokies.com objectives.

For contractors or agencies, please include case studies or examples of previous similar work.

### **Please send your cover letter and resume or proposal to:**

Visit NC Smokies  
Attn: Digital Marketing Assistant job  
91 N Lakeshore Drive, Suite 2  
Lake Junaluska, NC 28745  
[Hayley@VisitNCsmokies.com](mailto:Hayley@VisitNCsmokies.com)

Deadline to apply: February 29, 2024