



<b>Job title</b>	<i>Branding Content Coordinator</i>
<b>Reports to</b>	<i>Vice President of Branding</i>
<b>Status:</b>	<i>Entry level; non-exempt</i>

### **Job purpose**

The Branding Content Coordinator (BCC) will implement the organization’s marketing strategies to generate a favorable public image for High Point, NC that will influence fans, followers, and leads that will, in turn, convert to ambassadors, visitors, and definite business. This staff member will be support staff to a team consisting of the Vice President of Branding and the Tourism Development Manager. The BCC will be responsible for producing content that speaks to the audience in various markets and mediums that will provide brand awareness, call to action and overall visitor engagement creating interaction between the user and High Point, NC (the destination). The individual will be responsible for ensuring High Point, NC and Visit High Point are promoted and represented as favorably and accurately as possible.

### **Duties and responsibilities**

- Assists the marketing team to create overall tourism/brand awareness in High Point
- Provides technical assistance to implement marketing strategies through various platforms including social media, web marketing, and other various online mediums.
- Manages Visit NC content representing Greater High Point/Jamestown NC area
- Assists in creating a comprehensive strategy on all social media platforms
- Assists in compiling content for press releases and blogs
- Assists in utilizes keyword strategies when developing content
- Maintains database in constant contact and manages e-newsletter content and distribution
- Produces an e-newsletter that speaks to the visitor/local audiences to choose High Point for an overnight/day trip destination for overall enjoyment.
- Produces a secondary e-newsletter to engage with stakeholders, industry partners and overall local businesses that communicate tourism strategies, updates, and important information relevant to the tourism master plan, budget, programming, and opportunities
- Manages Events Calendar and serves as the liaison between third party, Visit High Point and partners ensuring events are published and accurate
- Provides original content for online and offline marketing mediums
- Edits and updates overall information from tourism partners for printed collateral, website, social media and other various platforms and listings
- Manages image content for online or offline mediums
- Uses a creative eye for appropriate graphics and design aesthetic

- Maintains the images and reference library
- Coordinates sales collateral for meetings, sports, events, relocation, and sponsorship packets
- Assists with the creative process for ad messaging and content
- Assists the Vice President of Branding in managing various standing committees of the Visit High Point Board
- Generates ROI reporting to the Vice President of Branding for target campaigns and initiatives
- Analyzes needs to develop and enhance web and new media programs
- Provides consultation support to industry partners
- Builds relationships within the community to create awareness of the organization's mission
- Assists in developing the business plan and sales/marketing budget
- Attends industry related continuing education training and networking opportunities
- Assists in producing content for the Annual Report
- Serves as back up support to the Visitor Center as needed
- Assists and greets all walk-in visitors in a professional and friendly manner
- Serves as back up support to phone inquiries
- Assists the Business Development Manager to coordinate B2B sales and research in home furnishings and design industry
- Assists with furniture design messaging, photography, and social media promotional projects as needed
- Assists with conducting tours as needed in the Visitor Center
- Supports and coordinates VIP and FAM tours as needed
- Supports and coordinates in-house events for Prime Time on Main as needed
- Represents the organization at various after-hour opportunities through industry partner engagement
- Performs all tasks required to meet the changing needs of the organization that serves the overall mission

## Essential Qualifications

- Must have a positive attitude
- Must be able to work independently, but also have excellent ability to get along with management, supervisors, and co-workers as part of a team
- Must be able to meet attendance requirements, including without limitation, of being on time and regular and predictable attendance
- Applicant must have a bachelor's degree or equivalent
- An entry level candidate is suitable with previous experience in a marketing/communications/PR setting
- Previous experience in business function or hospitality field is a plus
- **Must have strong written and oral communications**
- **Must be proficient in copywriting, copy editing and proofing**
- **Must have proficient writing abilities**
- Comprehensive knowledge of High Point, NC especially as it pertains to attractions, events, restaurants, furniture, and events is a plus
- Must be able to adjust to a fast-paced professional environment and meet deadlines as assigned

- Ability to coordinate multiple tasks
- Strong organizational skills are a must
- Proficient in Office365 and other Microsoft Office Programs
- Proficient in social media platforms that include but not limited to Facebook, Instagram, Twitter, Pinterest, etc.
- The individual is responsible and holds self-accountable
- **Candidate must present and conduct business in a professional manner including professional branding and presence on social media**
- Candidate must be able to work in a small business setting where they understand their role as part of a team

### **Working conditions**

The Branding Content Coordinator is a full-time employee that works at least 40 hours a week, is on time with regular and predictable attendance Monday – Friday 8:30 am – 5:00 pm in a professional on-site office setting interacting with management and staff. Some travel may be required from time to time as well as attendance at evening and weekend functions.

### **Physical requirements**

Must be able to perform the basic life operational functions of climbing, balancing, stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, grasping, talking, hearing and repetitive motions. Must be able to perform medium work exerting up to 50 pounds of force frequently and or up to 10 pounds of force constantly to move objects. A working day is spent mostly sitting. Must present self in a mature, professional manner. Good judgment is critical

### **Salary and Benefits**

Salary compensation is based on experience and qualifications. A comprehensive benefits package is provided including 12 paid holidays per year, vacation, and sick time as well as one floating PTO. Retirement, health insurance, life insurance, and other positive corporate culture perks are offered to ensure a motivating and rewarding environment. Visit High Point nurtures a growth mindset and will support professional development opportunities for its employees. This position reports to the Vice President of Branding and is Non-Exempt.



### **VISIT HIGH POINT MISSION STATEMENT**

To position High Point as a vibrant destination that visitors will enjoy, and locals will want to promote.

### **VISIT HIGH POINT VISION STATEMENT**

To leverage High Point's reputation as the "Home Furnishings Capital of the World!"™ and the home of a world-class university to further the evolution of High Point as a unique destination.

Visit High Point has been transitioning to meet the needs of our community in a holistic way. While we work to bring outside dollars into our local economy through travel and tourism; we also focus on the transformational aspect and destination development. The added value that we share with our citizens, is the need to make our city a place that is competitive in the marketplace and shape High Point as a community that we all are proud to promote, and bring a renewed quality of life to live, work, and play.

We strategically find the authentic High Point that our citizens love and that visitors enjoy and experience. We collaborate, invest, and take action to make High Point "the place" for all to enjoy!

We want you to join us in the work that we do – to build High Point as a year-round, thriving destination that is recognized through our branding, by our community ambassadors, our High Point fans, and our notable bright future ahead.

We are positioning High Point to garner more attention ...and it all starts with the visit.

Deadline: **May 29, 2022**  
Please send resume and cover letter to:  
Nancy Bowman, VP of Branding  
1634 N. Main St. Suite 102  
High Point, NC 27262  
[nbowman@visithighpoint.com](mailto:nbowman@visithighpoint.com)

No phone calls please