GENERAL DESCRIPTION

Under general supervision, the Brand Development Coordinator works in unison with the Tourist Development Council Executive Director with daily activities that foster and promote the Jackson County brand including, but not limited to, guest services, brand communications, brand ambassadorship, Visitor’s Center organization, and brand stewardship. The Brand Development Coordinator reports directly to the Executive Director. In addition, the Brand Development Coordinator is an employee of Jackson County working under the Deputy County Administrator, County Administrator, and Board of County Commissioners.

The Brand Development Coordinator is responsible for assisting the Executive Director in effectively carrying out the planned activities of the TDC and Visitors Center. Work involves preparing all types of correspondence and reports, distributing mail, maintaining calendars and schedules, making reservations, greeting visitors, providing tours, maintenance of the office filing system, making copies, answering and routing phone calls, ensuring continuous availability of visitor information materials, and assisting with digital marketing.

ESSENTIAL JOB FUNCTIONS

1. Types correspondence for the department; prepares manuals and reports; screens and routes materials according to content of communications, based on detailed knowledge of department operations and individual staff members' assignments and status of work. Assumes responsibility for accurate spelling, punctuation, format and grammar on all typed materials.

2. Answers the telephone routing calls or answering questions based on general knowledge of the activities of the department and functions provided by the county government; accepts questions and/or complaints from the general public, both over the phone and in person; passes detailed questions and/or complaints to the appropriate person or department; greets visitors; receives and distributes mail; files; makes copies; provides tours of the facility; schedules and accepts payments for rentals.

3. Works closely with the Executive Director on the following:
   - Organize and solicit educational and public outreach programs such as tours, workshops, lectures, and awareness campaigns to highlight the tourism industry in Jackson County on both a consumer and stakeholder basis.
   - Periodically inventory, document, and reassess items used in a promotional or informational capacity.
   - Coordination of all print collateral (including design and copy), ensuring consistent branding and messaging (including season brochure, impact reports, program books, fact sheets, advertisements, and other collateral).
   - Maintain a social media editorial schedule and creation of associated content and advertising for social platforms.
   - Oversee maintenance of website and updates with organization, campaign, program information, and visuals.

4. Prepares clear, concise, and accurate reports that include interpreted market research.
5. Possess a passion for Jackson County, tourism to Jackson County, Jackson County history, and the mission and vision of both Jackson County TDC and Jackson County BOCC.

6. Update print and online calendar listings for events within the community, including adding events to TDC Facebook page.

7. Acts as a Brand Ambassador and assists with creating a supporting team of Brand Ambassadors and interns to further enhance the County’s vision.

8. Report on digital communications performance by regularly monitoring web and social media analytics data, suggesting improvements, and maintaining knowledge of new platform tools to integrate into the ongoing strategy.

9. Provides regular updates to Executive Director on progress of assignments and discusses current status and improvement plans frequently.

10. Performs other work as required.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related duties as required.)

**MINIMUM QUALIFICATIONS:**

**Education and Experience:**

Bachelor's Degree in Communications, Marketing, Business, History, or a similarly-related field from an accredited college or university with a minimum of 2 years of experience in the Communications/Public Relations/Journalism area, web and social content management and development, analytics reporting, and writing and copyediting for a variety of communications platforms; or any equivalent combination of training and experience which provides the required skills, knowledge and experience and abilities.

Significant computer experience desirable includes: knowledge of WordPress, SEO, SEM, and corresponding website management. An extensive knowledge of Microsoft Office Suite and Adobe Creative Suite are preferred.

Must have a valid FL driver’s license prior to employment.

**Physical Requirements:** Must be physically able to operate a variety of automated office machines including computers, typewriters, Dictaphones, adding machines, copiers, facsimile machines, etc. Requires the ability to exert up to 20 pounds of force occasionally, and/or up to 10 pounds frequently, and/or a negligible amount of force constantly to move objects. Sedentary work involves sitting most of the time, but may involve walking or standing for periods of time.

**Data Conception:** Requires the ability to compare and/or judge the readily observable, functional, structural, or composite characteristics (whether similar to or divergent from obvious standards) of data, people or things.

**Interpersonal Communication:** Requires the ability to speak and/or signal people to convey or exchange information. Includes receiving assignments and/or directions from superiors.

**Language Ability:** Requires the ability to read correspondence, reports, forms, ordinances, time sheets, etc. Requires the ability to prepare correspondence, simple reports, forms, purchase orders, meeting agendas, meeting minutes, etc., using prescribed format and conforming to all rules of punctuation, grammar, diction and style. Requires the ability to speak to people with poise, voice control and confidence, and to articulate information to others.
**Intelligence:** Requires the ability to apply rational systems to solve practical problems and to deal with a variety of concrete variables in situations where only limited standardization exists; to interpret a variety of instructions furnished in written, oral, diagrammatic, or schedule form.

**Verbal Aptitude:** Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively and efficiently in standard English.

**Numerical Aptitude:** Requires the ability to utilize mathematical formulas; to add and subtract totals; to multiply and divide; utilize percentages and decimals; to interpret graphs.

**Form/Spatial Aptitude:** Requires the ability to inspect items for proper length, width, and shape.

**Motor Coordination:** Requires the ability to coordinate hands and eyes rapidly and accurately in using automated office equipment.

**Manual Dexterity:** Requires the ability to handle a variety of items, office equipment, control knobs, switches, etc. Must have minimal levels of eye/hand/foot coordination.

**Color Discrimination:** Does not require the ability to differentiate between colors and shades of color.

**Interpersonal Temperament:** Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress.

**Physical Communication:** Requires the ability to talk and/or hear: (talking: expressing ideas by means of spoken words; hearing - perceiving nature of sounds by ear). Must be able to communicate via telephone.

(Reasonable accommodations will be made in accordance with existing ADA requirements for otherwise qualified individuals with a disability.)

*This job description is not intended to be and should not be construed as an all-inclusive list of all the responsibilities, skills, or working conditions associated with the position. While it is intended to accurately reflect the position activities and requirements, management reserves the right to modify, add, or remove duties and assign other duties as necessary. This job description does not constitute a written or implied contract of employment.*

I have read and accept the terms and conditions of this job description.

_______________________________________   ______________________
Signature        Date