

**RECRUITMENT FOR JOB TITLE:** Director of Marketing and Public Relations

**REPORTS TO:** President & CEO

**CLASSIFICATION:** FULL TIME / SALARIED DOE / EXEMPT

**BENEFITS:** Health, Dental, and Life Insurance, Member of Public Employees Retirement System- (PERS), Paid Holidays, Sick/Vacation Leave, and other benefits as outlined in the RTC Personnel Manual

**HOURS:** 9:00 AM – 5:00 PM – MONDAY – FRIDAY  
Nights or Weekends as Required

**SUMMARY:** Management of all promotional marketing and communication initiatives both internal and external, locally, and out of market, to increase brand awareness and drive visitation to Ridgeland. Facilitates advertising programs with Agency of Record and various strategic marketing partners.

**PRIMARY DUTIES AND RESPONSIBILITIES:**

- Develop and implement annual paid advertising schedule through direct placement and management of agency(ies) of record. Responsible for oversight of all asset fulfillment including print, digital, broadcast, billboard, advertorial, and sponsored content placements.
- Develop and facilitate a yearly public relations program of work to include creation and distribution of press releases, local news and travel media outreach, and active pursuit of earned media coverage. Travel to media marketplaces to pitch stories for coverage. Execute press conferences, maintain media kits and asset library (CrowdRiff), and fulfill all media requests.
- Direct and assist in management of RTC’s online presence including [www.exploreRidgeland.com](http://www.exploreRidgeland.com) website content and event calendar, social media channels, and all external communications including regular partner, consumer, and market segmented e-Newsletters.
- Supervise one Marketing & Design Specialist responsible for graphic and promotional design and digital presence including content creation and social media management. Collaborate to create RTC’s annual content calendar and maintain brand standards.
- Direct tourism recovery fund (ARPA) program of work throughout the duration of the grant (December 2026). Responsible for budget management and administration of procurement, programming, and monthly reporting of expenditures. *In house instructional training and informational resources provided.*
- Manage additional grant applications and facilitation as needed.

- Work with public relations agency to recruit familiarization (FAM) trips to host travel media and generate publicity in printed travel publications and online platforms. Track coverage generated.
- Write blog posts, award submissions, advertorial content, and partner correspondence.
- Lead development of annual overall marketing plan and Destination Business Plan. Analyze economic impact data (Ridgeland, Mississippi, regional) and industry trends.
- Conceptualize and produce brand collateral materials; maintain database of current partners and stakeholders for print and online listings.
- Maintain relationships with media and tourism related entities (Visit MS, MTA, RTC Agencies of Record, Chamber of Commerce, and various media outlets). Represent RTC at industry events and professional organizations (conferences, Natchez Trace Compact).
- Coordinate and collaborate with RTC Sales and Visitor Center staff.
- Assist in the development and maintenance of program budget, submit requested invoices, notifying accounting of necessary billing.
- Be knowledgeable about Ridgeland, our area, state, and region.
- Perform other duties as requested by President/CEO.

#### **QUALIFICATION REQUIREMENTS:**

- Bachelor's degree from a four-year college or university in communications, journalism or marketing and five years direct experience in the marketing, hospitality, or related industry.
- Technical experience with website content management systems, customer relationship management systems, and email marketing software. Training available for Tempest Craft CMS, iDSS CRM, and iDSS Send platforms.
- Ability to relate positively with employees, clients, local and state hospitality partners as well as local, county and state officials.
- Ability to work nights and weekends and meet tight deadlines when necessary.
- Ability to travel on behalf of the Commission and possess a valid driver's license.
- Ability to make individual and group presentations as well as be a good presence and communicator for radio/tv.
- Ability to exercise judgement, initiative, tact, and diplomacy in a wide variety of public situations.

Qualified candidates should submit a resume and cover letter to the attention of Chris Chapman, President/CEO to [chris@exploreridgeland.com](mailto:chris@exploreridgeland.com). The Ridgeland Tourism Commission is an equal opportunity employer and a quasi-government agency funded by a 1% tourism tax of lodging properties and restaurants in the City of Ridgeland. The Ridgeland Tourism Commission and President/CEO reserve the right to modify any job description based upon the needs of the Commission.