

Marketing Manager

FLSA Status: *Non-Exempt*

General Definition of Work

The Marketing Manager is responsible for planning, executing, and managing comprehensive marketing efforts for **Galax Tourism**, with additional support for **City of Galax marketing initiatives**. This role works with the Tourism Director on destination marketing strategy, advertising, content creation, email marketing, graphic design, event promotion, website management, and performance tracking.

The Marketing Manager works closely with the Tourism Director, city staff, regional partners, and vendors to promote Galax as a destination while maintaining flexibility to support emerging citywide marketing needs.

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

Essential Functions

Tourism Marketing & Brand Management

- Develop and execute integrated marketing campaigns across digital, social, email, print, and traditional media platforms.
- Lead marketing strategy and content development aligned with tourism branding, target audiences, and seasonal priorities.
- Manage print and digital advertising campaigns from concept through execution and evaluation.
- Ensure consistency and quality across all tourism marketing and promotional efforts.

Graphic Design & Creative Production

- Design and produce digital and print advertising, including display ads, social graphics, brochures, rack cards, posters, event cards, and other promotional materials.
- Maintain high creative standards while adhering to established branding guidelines.
- Coordinate with vendors and printers as needed for production and distribution.

Email Marketing & Communications

- Plan, create, and distribute **monthly tourism newsletters**.
- Develop and manage **targeted email campaigns** to promote events, seasonal travel, overnight stays, and special initiatives.
- Maintain email lists and monitor open rates, engagement, and performance metrics.

Digital & Website Management

- Update and maintain the Galax Tourism website with fresh, accurate, and engaging content.
- Create new web content, itineraries, and travel packages designed to encourage overnight visitation.
- Ensure website content aligns with active marketing campaigns and provides a strong user experience.
- Coordinate tourism listings, events, and updates across regional, state, and third-party platforms.

Social Media Strategy & Content Creation

- Develop and manage social media strategies and campaigns for Galax Tourism.
- Create original content and oversee paid and organic social media advertising.
- Monitor trends, engagement, and performance across platforms.

Event & Venue Marketing

- Develop comprehensive marketing plans for tourism-related events.
- Support on-site event promotion and coverage as needed.

Marketing Manager

Data, Reporting & Performance Tracking

- Track campaign performance across digital, social, email, and advertising platforms.
- Compile monthly analytics reports using tools such as Google Analytics and social media insights.
- Provide data-driven recommendations to improve marketing effectiveness and ROI.

City of Galax Marketing Support

- Provide basic marketing and social media support for City of Galax initiatives, as directed.
- Collaborate with city staff on website updates, content development, and general marketing needs.
- Assist with city-related communications or special projects as priorities evolve.

Operations, Events & Collaboration

- Assist the Tourism Director with visitor center operations and provide coverage when needed.
- Participate in planning meetings and collaborate with city departments, tourism partners, and vendors.
- Be available for occasional evening and weekend work for festivals, concerts, and major tourism events.
- Perform other related duties as assigned.

Knowledge, Skills and Abilities

- Experience in marketing, communications, tourism, or a related field.
- Strong skills in **graphic design for print and digital advertising**.
- Experience with **email marketing platforms**, list management, and performance tracking.
- Proficiency in social media management, Adobe Suite, Canva, digital advertising, and website content management systems.
- Strong writing, organizational, and project management skills.
- Ability to manage multiple deadlines and adapt to evolving priorities.

Education and Experience

Degree required with coursework in Marketing, or related field and moderate experience in marketing, graphic design and digital advertising or equivalent combination of education and experience. Bachelor's degree preferred.

Physical Requirements

This work requires the occasional exertion of up to 10 pounds of force; work regularly requires speaking or hearing and using hands to finger, handle or feel, frequently requires sitting and occasionally requires standing, walking, reaching with hands and arms and repetitive motions; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word and conveying detailed or important instructions to others accurately, loudly or quickly; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data and observing general surroundings and activities; work has no exposure to environmental conditions; work is generally in a very quiet location (e.g. park trail, storage or file room).

Special Requirements

Possession of an appropriate driver's license valid in the Commonwealth of Virginia.