



## Marketing Manager

Visit Lake Norman is a non-profit organization dedicated to positively impacting our local and regional economies through tourism. We are committed to generating economic benefits for our towns of Cornelius, Davidson, and Huntersville by bringing national and regional events to the area and by marketing our destination to the broadest base of potential visitors possible. Visit Lake Norman is the destination marketing leader of the Lake Norman region, representing all communities through the promotion and development of our resources for the maximum economic benefit of our towns, businesses, and residents.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. This position manages all operations, promotions, and marketing, retail and package sales activities for the organization. Responsibilities include but not limited to:

- Ambassador to Lake Norman restaurants, hotels, venues, vendors, and businesses and maintains a well-informed, working knowledge of the area attractions, lodging, dining and services available in the area to visitors and acts as a liaison between these entities and the visitor. Researches new companies, events, and attractions that would be of interest to tourism and the visitor.
- Develop and make recommendations to Visit Lake Norman on marketing opportunities, merchandising, advertising, etc. Develop comprehensive marketing plan for the fiscal year.
- Maintains a cohesive working relationship with all Visit Lake Norman personnel to ensure a unified and effective promotional effort.
- Creates graphic design collateral, print advertisements, and other marketing promotional needs for the organization, Visitor Center and sponsored events including posters, presentations, banners, handouts, information packets, gift baskets/bags, and other marketing promotional needs for the Visitor Center and sponsored events.
- Orders merchandise, marketing supplies/pieces, displays, staff attire, tour package tickets, venue tickets for promotional purposes; and works with and builds relationships with associated vendors and venues. Negotiate with vendors to receive discounts and/or cost effective rates.
- Market the Lake Norman area to tour groups, motorcoaches, small groups, and specialized visitor information needs. Assists in working consumer trade shows. Coordinate familiarization (FAM) trips.
- Create, promote, sell, and follow-through with group tour packages.
- Compiles monthly reports and weekly sales/lead logs.
- Compiles monthly Calendar of Events, and posts in hard copy, and website(s).
- Ensures that the visitor center and brochures are well stocked, as well as promotional information packet brochure stocks.
- Compiles visitor profiles from various sources to target marketing, tour packages, and merchandising.
- Coordinate off-site visitor information booths for special events and attractions.

#### Required Skills:

- Four-year degree in communication, marketing, sales, business, or related field; or equivalent experience.
- Excellent written and verbal communication and customer service skills.
- Personal commitment to excellence, professionalism and creativity.
- Advanced knowledge of Microsoft Outlook, Word, Publisher, Power Point and Internet search engines. Familiar with Microsoft Excel. Adobe Illustrator, PageMaker, or Acrobat a plus.
- Ability to work in a fast paced environment and learn quickly.
- Prefer marketing, sales, and retail experience; and knowledge of the Lake Norman area.

More information is available at [www.visitlakenorman.org](http://www.visitlakenorman.org). Submit your cover letter, and resume to:

Visit Lake Norman  
Attention: Sports Marketing Manager  
19900 West Catawba Avenue, Suite 102  
Cornelius, North Carolina 28031  
704-987-3300 (phone) / 704-892-5313 (fax)  
Email: [ashworth@lakenorman.org](mailto:ashworth@lakenorman.org)