



## **JOB ANNOUNCEMENT**

**Position Title:** Marketing Manager, Cultural Tourism

**Work Schedule:** 40 hours/week

**Position Status:** Full-Time exempt

**Salary Range:** \$60,000 - \$65,000

**Benefits:** Medical, dental, life, long- and short-term disability, employee 401K, paid vacation, sick, and holiday time. The staff works in a hybrid work environment.

## **SUMMARY**

The Cultural Tourism Marketing Manager is responsible for developing and executing comprehensive marketing strategies to promote Central Florida as a premier cultural tourism destination and support the management and development of programs. This role requires collaboration with the tourism industry including Visit Orlando, Visit Florida and others and a deep understanding of the cultural landscape, market trends, and effective marketing techniques to attract visitors interested in arts, history, and science experiences. Join our team and make a lasting impact on the way tourists engage with Central Florida's arts and cultural heritage.

## **ESSENTIAL SKILLS**

1. **Project & Program Management:** Proficient in managing multiple projects concurrently, with strong task prioritization and deadline adherence. Familiarity with project management platforms like Monday or Asana is required.
2. **Campaign Planning & Execution:** Demonstrated ability to develop and implement comprehensive marketing campaigns, including budgeting, timeline creation, and performance measurement.
3. **Content Creation:** Strong writing, editing, and design skills for producing engaging content across various platforms, including print, digital, and social media.
4. **Digital Marketing:** Expertise in social media management, email marketing, and SEO strategies. Basic knowledge of WordPress is required.
5. **Public Speaking & Presentation:** Excellent communication skills for delivering presentations and engaging with diverse audiences.
6. **Relationship Building:** Strong interpersonal abilities to foster and maintain relationships with stakeholders, including cultural organizations, tourism partners, and media.

## PRIMARY RESPONSIBILITIES

- 1) **Cultural Tourism Program Management:** Oversee the creation and maintenance of program materials, including webpages, calendar listings, collaterals, participant surveys, and data reports.
- 2) **Market Research & Strategy Development:** Monitor travel and tourism trends to inform and develop effective marketing strategies.
- 3) **Marketing Campaign Management:** Identify and execute advertising opportunities within the hospitality sector. This includes campaign development, budgeting, timeline management, and performance and ROI analysis.
- 4) **Stakeholder Collaboration:** Work closely with internal and external partners to produce compelling content and marketing materials.
- 5) **Social Media Content Creation:** Develop and manage content for social media channels to engage audiences and promote cultural tourism initiatives.
- 6) **Training & Educational Support:** Assist in the creation and delivery of training and educational materials for hospitality and arts partners.

## EDUCATION, EXPERIENCE, TRAVEL, OTHER

- Bachelor's degree in Marketing, Communications, or related field.
- Minimum of five years of experience in marketing, including content creation.
  - Experience in the travel and tourism industry is a plus.
- Able to travel in the four-county region and occasionally attend events outside of regular 9-5 business hours
- Must be able to lift 30 lbs

## COMPENSATION AND BENEFITS

Salary Range: \$60,000 - \$65,000. Compensation is commensurate with experience. Benefits: Medical, dental, life, long- and short-term disability, employee 401K, paid vacation, and sick and holiday time. Staff work in a hybrid work environment.

## TO APPLY

Send your resume and a cover letter describing your experience and why you are interested. Please email [Thali@UnitedArtsCFL.org](mailto:Thali@UnitedArtsCFL.org) with Marketing Manager in the subject line.

The position will remain open until it is filled.

Not sure you meet 100% of our qualifications? Research shows that men apply for jobs when they fulfill an average of 60% of the criteria. Yet, women and other people who are

systematically marginalized tend only to apply if they meet every requirement. If you believe that you could excel in this role, we encourage you to apply.

United Arts' is an equal opportunity employer committed to maintaining a drug-free, smoke-free working environment.

### **DIVERSITY, EQUITY, INCLUSION AND ACCESSIBILITY**

United Arts' vision is to increase access to the arts for all people of Central Florida by 2025. To achieve this vision, they have established a set of strategic goals that include a commitment to be more intentional about diversity, equity, inclusion, and accessibility in everything they do, as well as support the same in the arts and culture community at-large. In compliance with the Americans with Disabilities Act, United Arts will provide reasonable accommodations to qualified individuals with disabilities and encourage both prospective and current employees to discuss potential accommodations with the employer.

### **ABOUT UNITED ARTS OF CENTRAL FLORIDA**

*We are the champion for arts and culture in our community. Our mission is to enrich communities by investing in art, science, and history.* United Arts is Central Florida's nonprofit local arts agency that supports artists, creatives and arts organizations across the region. Through capacity building programs, audience development marketing, funding and resources, United Arts helps local artists, arts and culture organizations achieve their mission impact goals. Since 1989, United Arts has invested more than \$200 million towards art, arts education, science, and history — an ongoing effort to enrich the community and inspire future generations.