

PMAP COORDINATOR, DISTRIBUTION & OUTREACH

Shenandoah Valley Area, Virginia

The Virginia Tourism Corporation (VTC) is seeking a Partnership Marketing and Advertising Program (PMAP) Coordinator to manage the distribution of brochures at Virginia Welcome Centers and Safety Rest Areas along the I-81 corridor for enrolled tourism partners according to the seasonal distribution plan.

Responsibilities:

- Load and deliver brochures to Virginia Welcome Centers and Safety Rest Areas
- Restock brochure racks, conduct physical inspections of racks, and make minor repairs, clean, and organize racks as needed
- Maintain accurate inventory counts of brochures and submit orders on a timely basis
- Develop and maintain monthly distribution work schedule
- Provide logistical, mechanical, and administrative support to the Director of Consumer Partner Services (CPS) and PMAP support staff
- Maintain consistent and accurate inventory in both the PMAP warehouse and any ancillary storage facility
- Actively encourage tourism industry partners to participate in PMAP opportunities which generates revenue and supports the welcome center program
- Work with the Director of CPS to develop outreach programs, practices, and tactics to drive program enrollment, identify leads, and increase retention in PMAP
- Present overview of PMAP opportunities and Virginia Welcome Center services at local/regional tourism functions
- Stay up to date with all VTC publications including VATC.org and Virginia.org
- Manage required vehicle maintenance (vehicle will be provided)

Skills:

- Strong organizational skills
- Strong communication skills with all levels of staff, traveling public, industry partners, and stakeholders
- Knowledge of Virginia's tourism products
- Ability to prepare and publicly deliver presentations
- Ability to work well under pressure
- Ability to lift up to 30 lbs. and stock brochure displays
- Proficiency with CRM systems

Experience:

- At least two years' experience in the hospitality industry preferred
- Experience providing information and performing clerical duties in a heavy-volume customer service environment

Candidate needs to live within a centralized area along the I-81 corridor that allows travel to I-81 destinations within 3-4 hours, North and South bound.

Must have a valid driver's license. CDL is a plus.

Being authorized to work in the U.S. is a precondition of employment. VEDP uses the E-Verify system and does not provide sponsorship.

All candidates must apply through our website <https://www.vatc.org/about/employment/>.
Salary Minimum: \$55,000. Application deadline: May 10, 2024.

VTC is an Equal Opportunity Employer. All applicants are considered for employment without regard to race, sex, color, national origin, religion, sexual orientation, gender identity or expression, age, veteran status, political affiliation, genetics, or against otherwise qualified individuals with disabilities. It is VTC's intent that its employment and personnel policies and practices conform to all applicable federal, state, and local laws and regulations regarding non-discrimination and affirmative action. Applicants requiring more information or requiring assistance may contact VTC Human Resources at 1-804-545-5634 or vtchr@VEDP.org. TDD 1-800-828-1120.