

Destination Marketing Manager

- **Target Start Date:** Late July to Mid-September 2025
 - **Salary:** \$46,250-\$61,500 (based on experience)
 - **Reports to:** President & CEO
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Who We Are

Visit Bath County promotes this peaceful and hidden gem known for restorative travel experiences since the 1700's. Visit Bath is a dynamic destination marketing organization launched in 2023 to showcase one of the state's most beautiful and authentic counties. We're a small but mighty team (you'd be one of two!) with big ambitions to keep Bath County top-of-mind as a must-visit destination.

The Opportunity

We're looking for a creative, detail-oriented marketing professional to join our team as our second full-time staff member. This isn't just another marketing job – you'll have the chance to build something from the ground up, with significant growth potential and the possibility of advancing to President & CEO within 4-5 years for the right candidate.

What You'll Do

▪ Digital Marketing & Content Strategy

• **Lead our digital presence** across all channels – website, social media, email campaigns, and SEO initiatives • **Create compelling content** that tells Bath County's story through blogs, newsletters, social posts, and multimedia assets • **Manage our tech stack** (and the vendors who help us) including WordPress website, Crowdriff for Instagram assets, and Viewfinder for community-driven imagery • **Analyze, optimize and report** performance using Google Analytics and Meta dashboard insights to drive continuous improvement

▪ Visitor Center Operations

• **Oversee daily operations** of our new visitor center (opening September 2025) including staff coordination and volunteer management • **Ensure exceptional visitor experiences** through strategic planning, customer service training and quality control • **Coordinate visitor services** across our 7-day operation while maintaining work-life balance

▪ Partnerships & Community Relations

• **Build relationships** with local hospitality partners, tourism stakeholders, and community leaders • **Manage vendor relationships** including PR firms, digital agencies, and advertising and design partners • **Coordinate collaborative initiatives** that benefit the entire Bath County tourism ecosystem

▪ Strategic Planning & Administration

• **Develop and execute** programs that achieve our mission • **Prepare monthly reports** with key performance metrics and strategic recommendations • **Support organizational operations and administrative tasks** to serve as backup to the President & CEO when needed and in their absence

What We're Looking For

▪ Experience & Education

- Bachelor's degree or equivalent professional experience
- 2+ years in destination marketing, hospitality, or agency work (tourism accounts preferred)
- Experience with digital marketing, content creation, and social media management

▪ Skills & Attributes

- **Project management pro** who thrives managing multiple priorities simultaneously
- **Creative storyteller** with exceptional writing and editing abilities
- **Social media savvy** with deep understanding of platform best practices and influencer engagement
- **Data-driven decision maker** comfortable with analytics and performance optimization
- **Community connector** who enjoys building relationships and working with diverse stakeholders
- **Calm under pressure** with strong problem-solving skills and attention to detail

Why You'll Love Working Here

▪ Professional Growth

- **Professional Development** with funding for CDME certification and professional training
- **Leadership pathway** with potential advancement to CEO role in 4-5 years
- **Diverse responsibilities** that will expand your skill set across all aspects of destination marketing
- **Industry involvement** through 2-4 annual trips to conferences and professional development events

▪ Work Environment & Benefits

- **Private office** in our beautiful Warm Springs location with collaborative workspace
- **Flexible schedule** maintaining work-life balance even with occasional evening/weekend events
- **Comprehensive benefits** through Virginia Retirement System including health, dental, and disability coverage
- **Generous time off** – 10 vacation days, liberal sick policy, plus 7 PTO days for holidays of your choice
- **Housing assistance available** – We understand that relocating to rural Virginia can present housing challenges. To support the right candidate, we offer an optional 2-bedroom apartment within our office complex at \$800/month (utilities included) on a flexible month-to-month basis for as long as needed

▪ Location & Lifestyle

- **Work in paradise** – Bath County is one of Virginia's most scenic areas
- **Community impact** – Your work directly shapes how visitors experience our region
- **Authentic experience** – Help showcase genuine Virginia charm and hospitality
- **Transportation required** – Valid driver's license and reliable vehicle needed for site visits and community engagement

Ready to Join Our Team?

This role is perfect for someone who wants to make a real impact in a growing organization while building their career in destination marketing. You'll have the freedom to be creative, the support to grow professionally, and the satisfaction of showcasing one of Virginia's most beautiful destinations. Send email with letter and resume to: mark.shore@visitbathva.com with SUBJECT: MARKETING POSITION (Position closes at 5pm on Wednesday, July 16)

Physical Requirements: Ability to lift materials up to 40 lbs. and work in a mixed commercial/residential environment with private office and open collaboration workspace as well.

Visit Bath County is an equal opportunity employer committed to creating an inclusive environment for all employees regardless of race, color, religion, sex, national origin, age, sexual orientation, disability, political affiliation, or genetics.