



# Jefferson County - Tennessee

## Destination Marketing Coordinator

### Job Description

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<b>Position</b>	Destination Marketing Coordinator	<b>Reports to</b>	Lauren Hurdle
<b>Department</b>	Tourism	<b>Classification</b>	Exempt
<b>Pay Period</b>	Monthly	<b>Last Revised</b>	May 20, 2026

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#### Nature of Work

The purpose of this position is to support the Jefferson County Tourism Department through destination marketing, public relations, communications, and visitor engagement efforts. This position assists with promoting Jefferson County as a travel destination through content creation, social media management, marketing initiatives, public communication, and day-to-day tourism office operations. The Destination Marketing & Communications Coordinator will help strengthen the department's public image while telling the story of Jefferson County through engaging and creative tourism promotion.

#### Essential Functions

The Destination Marketing & Communications Coordinator is responsible for the following essential functions:

- Provide administrative, communications, and marketing support to the Tourism Director while assisting with daily operations of the tourism office.
- Develop and support tourism marketing initiatives including advertising campaigns, social media content, email marketing, website updates, and promotional materials.
- Create engaging written and visual content for tourism promotion including social media posts, blogs, newsletters, brochures, press releases, and digital campaigns.
- Assist in creating photo, video, and digital content for tourism marketing campaigns and social media platforms.
- Interact with visitors, prospective travelers, tourism partners, local businesses, and community stakeholders in a professional, friendly, and knowledgeable manner.
- Develop positive working relationships with local tourism partners, attractions, businesses, and community organizations.
- Maintain and update tourism-related websites, digital platforms, online listings, and marketing materials.
- Assist with graphic design and creative development of tourism promotional materials and digital content.

- Track and compile tourism statistics, marketing analytics, and departmental reporting data.
- Compile, process, review, edit, and maintain departmental correspondence and documentation, including documents of sensitive and/or confidential nature.
- Support public relations and communication efforts that positively promote Jefferson County and the Tourism Department.

**Additional Job Functions**

Additionally, the Marketing Coordinator will:

- Assist with special projects, visitor inquiries, media visits, and departmental initiatives as assigned.
- Represent the Tourism Department in a professional manner during community meetings, tourism activities, and promotional opportunities.
- Occasional evening and weekend work may be required.
- Perform other duties as assigned.

**Minimum Training & Qualifications**

- Associate degree or higher in marketing, communications, public relations, hospitality, tourism, business, or related field preferred; equivalent experience and training may also be considered.
- Experience or educational background in hospitality, tourism, marketing, communications, public relations, customer service, or related fields preferred.
- Experience with social media management platforms, digital content creation, and photography/videography preferred.
- Must be proficient in Microsoft Office including Word, Excel, PowerPoint, and Teams.
- Familiarity with website management platforms, email marketing systems, and digital communication tools preferred.
- Must possess strong written and verbal communication skills and the ability to interact professionally with the public.
- Must be organized, dependable, creative, and able to manage multiple tasks and deadlines effectively.
- Any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities may be considered for employment into the position.

**Specialized Knowledge**

- Destination Marketing & Communications
- Advertising & Marketing
- Social Media Management
- Graphic Design Platforms
- Photography & Visual Content Creation
- Website & Digital Content Management
- Hospitality & Tourism Industry Knowledge

**Competencies**

- Ensure regular, punctual attendance during scheduled work hours.
- Demonstrate professionalism and excellent customer service skills.
- Strong organizational skills with attention to detail.
- Ability to communicate effectively both verbally and in writing.
- Ability to work independently and cooperatively as part of a team.
- Proficiency with computers, office software, digital communication platforms, and office equipment.
- Creative thinking and ability to contribute ideas for tourism promotion and destination storytelling initiatives.

**Necessary Special Requirements**

- This position requires the ability to engage in occasional moderate physical activity.
- There are no known occupational hazards associated with this position.

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*This document should only be signed **upon hire** by the employee assigned to the position and the immediate supervisor.*

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Employee Signature

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Date

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Supervisor Signature

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Date