

## **Saranac Lake Regional Marketing Manager (RMM)**

The Regional Office of Sustainable Tourism/Lake Placid CVB is the destination marketing organization for Essex, Hamilton counties, Tupper Lake and Saranac Lake Regions. The Regional Marketing Manager acts as the liaison between the community stakeholders, travelers and ROOST. The Saranac Lake RMM is responsible for working with the ROOST team to implement the overall regional marketing strategies.

### **Communications:**

- Provide ROOST Communications Department with newsworthy tourism-related information for inclusion in regional promotional PR efforts and for news content updates on websites.
- Social Media: manage the region's Facebook, Twitter and Instagram accounts in coordination with ROOST team.
- Responsible for educating regional marketing partners regarding marketing opportunities available via ROOST programs (website, PR, printed collateral, brochure distribution).
- Site Content: Assist in developing messaging for web pages
  - Write blogs post to display on the region's tourism website
- Keep events data base current and review Insider prior to being sent

### **Marketing:**

- Participate in the creation of the overall marketing plan and the specific plan for their region.
- Participate in the implementation of the marketing plan for their region.
- Develop and assist with managing regional business listings: content updates, and business status.
- Coordinate the quarterly online contest and other promotions as necessary.
- Responsible for working with ROOST photographer & videographer to obtain consistent, updated current digital region-wide photography for use in marketing materials, social media, PR/Communications, etc. As necessary assist with uploading and tagging of digital assets when completed.
- Work with the content team to ensure all website content on regional site is on message, etc.
- Maintain area events database in coordination with ROOST Events Manager.
- Track deliverables on contracts and commitments in the region.

### **Community Outreach:**

- Attend meetings and events related to the region as the ROOST representative.
- Assist in destination management projects as necessary.

### **Miscellaneous**

- Work with team members to achieve set goals.
- Attend regular (monthly) staff and team meetings at ROOST Lake Placid office.
- Generate a monthly activity report.
- Any other duties as required.

*As an employee of this Marketing Organization please maintain an awareness that employees are a representative of ROOST in all public format: i.e.: in person, emails, social platforms*

Reports To: Director of Marketing