

Position Summary:

Explore Ridgeland is seeking a highly motivated and detail-oriented **Marketing Coordinator** to support the development and execution of dynamic marketing initiatives for our destination. This role is ideal for an organized and creative professional who thrives in a fast-paced environment and enjoys managing multiple projects at once. This position performs a full range of project work including all graphic design needs. He/She will perform duties personally or in conjunction with the Creative Director.

Details:

- Full-Time, Salaried, Exempt
- This is a non-remote position
- Benefits: Major Medical, Dental, Life Insurance and holidays as listed in the RTC Personnel Manual/Member of Public Employees Retirement System (PERS)
- Hours: 9am – 5pm | Monday – Friday
Nights or Weekends as Required
- Location: Ridgeland Visitors Center

Duties/Responsibilities:

- Perform graphic design, website updates, photography, and social media tasks in alignment with Explore Ridgeland's brand standards.
- Maintain the Media Room on ExploreRidgeland.com, including earned media coverage, image galleries, and updated resources.
- Produce engaging written, visual, and video content that supports brand messaging and campaign objectives.
- Manage the content calendar and schedule posts to maximize audience engagement across all platforms.
- Monitor and respond promptly to online comments, questions, and reviews to foster positive community relationships.
- Stay current on tourism marketing trends, emerging platforms, and algorithm changes to ensure Explore Ridgeland remains competitive.
- Execute marketing campaigns across digital, social, and print channels.
- Collect information, draft content, and distribute the monthly partner e-newsletter and targeted email marketing campaigns.
- Assist in ordering promotional items in compliance with state procurement guidelines.
- Assist with updates to the annual Destination Business Plan.
- Capture and edit photo and video content for use across digital and print platforms.
- Support blog development by gathering story ideas, writing posts, and uploading/formatting content on the Explore Ridgeland website.
- Attend local events to capture content and represent Explore Ridgeland.
- Participate in team meetings and contribute creative ideas for future initiatives.
- Maintain strong knowledge—or demonstrate eagerness to learn—about Ridgeland, the region, and Mississippi tourism offerings.
- Perform other duties as assigned by the Creative Director.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Key Characteristics:

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|-----------------------------|----------------------|------------------------|
| •Creative/Strategic Thinker | •Flexible & Reliable | •Adaptable |
| •Good Listener | •Open & Honest | •Tech-Savvy |
| •Strong Communicator | •Community-Minded | •Collaborative |
| •Detailed-Oriented | •Visual Eye | •Curious & Inquisitive |
| •Proactive | •Quick Learner | •Reliable |
| •Social Media Savvy | •Positive | •Humble & Authentic |

EDUCATION AND/OR EXPERIENCE

- Bachelor's Degree from a four-year college or university in a related field of study is required
- Previous DMO and/or travel/tourism industry experience strongly preferred
- A genuine passion for community organizations
- Must be proficient in Adobe Creative Suites
- Ability to multitask, remain organized and demonstrate a high level of initiative and energy both individually and as a team member within a fast-paced and performance-based environment
- Required a collaborative mindset, the ability to build consensus among stakeholders, and ability to work collaboratively both internally and externally

OFFICE SKILLS

- Must operate standard office equipment and personal computers
- Must present on organized office that perpetuates a staff and guest friendly environment
- Ability to multi-task in order to meet deadlines
- Computer literate in applicable software (Internet, Adobe Creative Suites, Microsoft Word, Excel, Power Point, and Outlook) and able to learn new software as needed. Experience in MAC platforms preferred.
- Writing and copy-editing experience

LANGUAGE SKILLS

- Ability to write letters and articles that conform to prescribed style and format
- Ability to effectively present information to top management officials
- Must speak and write in English language fluently

Physical Requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the work may involve lifting, pulling, pushing, positioning or through the use of tools exerting up to 35 pounds of force occasionally (6-33% of the work day); and lifting, pulling, pushing, positioning or through the use of tools exerting up to 20 pounds of force frequently (34-66% of the work day)
- The work may involve overhead work occasionally
- The work may involve standing, walking and bending at the waist frequently; and sitting, squatting, kneeling, crawling and climbing ladders, stairs or other means of equipment ingress and egress, and driving a standard motor vehicle
- the work may involve use of the hands for simple grappling, pushing, pulling and fine manipulation of objects, tools (including power tools), controls and equipment frequently, and repetitively occasionally
- Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus
- The employee is regularly required to talk and hear

Explore Ridgeland is an equal opportunity employer, and all qualified applicants will receive consideration. For employment without regard to race, color, religion, sex, sexual orientation, gender, identity or expression, pregnancy, age national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law.

CERTIFICATIONS, LICENSES AND REGISTRATION

Must possess a valid driver's license and proof of valid insurance if operating a vehicle on behalf of Explore Ridgeland.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee regularly exposed to moving mechanical parts and outside weather conditions
- The employee may be exposed to fumes or airborne particles
- The employee may occasionally be exposed to wet and/or humid conditions and extreme heat and cold
- The noise level in the work environment is usually moderate
- With entertainment and crowd management being one of the many aspects of this industry, occasional extremely loud noise levels are present in the work environment. There are also times of low light intensity

IMPORTANT

The position description is not intended to be all-inclusive; an employee will also perform other reasonably related job responsibilities as assigned by the President/CEO. Explore Ridgeland reserves the right to revise or change the job duties as need arises. The position description does not constitute a written or implied contract of employment and creates no contractual obligations.

DETAILS

- Full-time position
- This is a non-remote position
- 40 hrs per week; Nights & Weekends as needed
- Location: Ridgeland Visitors Center

HIRING PROCESS

1. Initial Phone Screen
2. In-Depth Interview
3. Second Interview
4. Reference Check
5. Offer

Interested candidates should submit a resume, and portfolio to amelia@exploreridgeland.com no later than November 28, 2025. If submitting hard copies, please send to: Amelia Dalton, Creative Director, Ridgeland Tourism Commission, 1000 Highland Colony Parkway, Suite 3002, Ridgeland, MS 39157.

The Explore Ridgeland Visitors Center and office are located at 1000 Highland Colony Parkway, Suite 3002 at Renaissance.

Recruitment Dates: Present - November 28, 2025

Position Begins By: December 15, 2025