

JUNIOR DIRECTOR OF MARKETING

SUMMARY: Responsible for planning, organizing, managing, creating, and distributing information for all Boone Hall's businesses and operations.

Boone Hall Plantation (BHP) is looking for this Junior Director of Marketing to promote all of BHP's businesses including Plantation and Gardens, Willie's Market, Farm, and special events.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Specific management of related marketing and advertising platforms which include but are not limited to website development and maintenance, digital marketing, television, radio, print, outdoor advertising, and social media.
- Ability to utilize local, regional, national and international markets to accomplish key marketing objectives.
- Coordinate outreach and marketing efforts to maximize desired results. Develop new ideas and approaches to marketing efforts.
- Set and achieve marketing objectives, plan strategies and methods, and effectively create and implement marketing plans in assigned markets.
- Put in place tracking measures and analytics that can provide feedback for measuring the success of advertising and marketing campaigns.
- Build positive relationships with media, advertising partners, and other businesses to position and promote all Boone Hall businesses.
- Manage placement of advertising and marketing with various media platforms available to maximize desired reach to target audiences.
- Create advertising ideas and advertising media within deadlines.
- Utilize digital technology to create audiovisual presentations and advertising creative.
- Manage social media platforms.
- Work with event partners to create sponsorship packages and help to sell those packages for special events
- Execution of special events along with other management team
- Work with Director of Weddings & Events and assist in wedding related marketing
- Other duties as assigned.

BENEFITS

- Health Insurance
- Paid Time Off
- Holiday Pay
- Relationships
- In season vegetables

EDUCATION AND SKILLS

- Minimum of Bachelor's Degree in Tourism, Business, or Marketing
- Minimum of 5 years in progressive marketing with leadership responsibilities

KNOWLEDGE, SKILLS AND ABILITIES

- Strong analytical skills relative to impact on revenues
- Ability to communicate effectively verbally and in writing
- Strong interpersonal skills
- Strong understanding of revenue management principles
- Proficient in Microsoft Office Products, Excel, Word and Outlook
- Ability to travel as needed
- Must have flexible work hours that may include evenings, weekends, and holidays

TO APPLY

Please upload your resume and cover letter to the link below:

<https://boonehallplantation.com/employment/>

The hiring process may consist of a phone interview, manager(s) interview, drug screen, background check, reference checks, and potential employment assessment. This job description is only intended to provide a general description of the benefits and compensation applicable to this position. Paid Time Off (PTO) is available for eligible associates in accordance with the Company's Paid Time Off policy. Specific compensation and benefit details will be discussed during the interview process.

MORE ABOUT BOONE HALL and THIS OPPORTUNITY

Boone Hall Plantation and Gardens in Mt. Pleasant, S.C. is one of the premier historical venues and tourist attractions in the South Carolina Lowcountry near Charleston. In addition to our normal tourist and visitor business, Boone Hall also plans, presents, and hosts numerous special events throughout the year that are Lowcountry favorites and attended by local residents and visitors from all over the world. Boone Hall is absolutely one of the most unique and exciting places someone could ever work. The Junior Director of Marketing for Boone Hall Plantation is a critical position that is responsible for planning, organizing, managing, creating, and distributing throughout the world the many diverse outreach messages required for all Boone Hall's businesses and operations.

The Junior Director of Marketing position is a chance for an experienced marketing professional to gather more experience to learn about the diversity of all that Boone Hall is with the leadership of the Director of Marketing. The perfect candidate will understand how building relationships is the heart and soul of building the foundation for carrying Boone Hall's diverse marketing messaging across all platforms. The position could offer the opportunity for advancement to the proven candidate.

This very important staff member must have a can-do attitude, a positive disposition, must be DEPENDABLE, possess great oral and communication skills, and have a passion for maintaining current and building new relationships. Specific management of Boone Hall's marketing and public relations efforts is required on all media platforms for plantation tourism business, multiple special events presented each year, and for Boone Hall Farms and Willies Market operations. Such efforts include but are not limited to website development and maintenance, digital marketing, television, radio, print, outdoor advertising, and social media. There must also be put in place tracking measures and analytics that can provide feedback for measuring the success of such campaigns. Will serve as communications leader between staff, guests, the general public, and help with general office duties when needed.