

JOB DESCRIPTION

JOB TITLE: BRAND AMBASSADOR
DEPARTMENT: TOURIST DEVELOPMENT COUNCIL
DIVISION: TOURIST DEVELOPMENT COUNCIL
REPORTS TO: TDC EXECUTIVE DIRECTOR
SALARY: \$13.973 PER HOUR
REVISED: FEBRUARY 4, 2014

NON-EXEMPT

GENERAL DESCRIPTION:

The Brand Ambassador works in unison with the Tourist Development Council Executive Director, Marketing Manager and Welcome Center Manager with daily activities that foster and promote the Gulf County brand including visitor services, brand communications, beach ambassadorship, Welcome Center organization and brand stewardship. The Brand Ambassador reports directly to the Executive Director. In addition, the Brand Ambassador is an employee of Gulf County working under the Chief Administrator and the Board of County Commissioners. The Brand Ambassador will conduct all duties productively, efficiently, transparently and with the mission to contribute to a relevant and collaborative operation. The Brand Ambassador must follow all county policies and is subject to the Sunshine Law.

PRIMARY RESPONSIBILITIES:

- Assist the Executive Director and Marketing Manager with the day-to-day marketing initiatives designed to promote Gulf County as a luxury brand across paid, owned, earned and shared media programs including but not limited to:
 - Social Media (Facebook, Pinterest, Instagram, Youtube)
 - Google Adwords
 - Promotions
 - eNewsletters
 - Digital Campaigns

- Act as brand ambassador, communicating clear and constant message throughout all duties
- Work closely with the Executive Director and Marketing Manager to provide direction for clear media relations and communications via press releases, media tours and public notices
- Develop good relationships with Gulf County TDC partners as well as the Chamber of Commerce and its members, PSJRA, the Merchant's Association and any other entity whose mission aligns with the mission of the Gulf County TDC
- Work with Marketing Manager to maintain and keep an accurate and relevant photo and video library with proper usage rights, location information, descriptions, titles and cut-lines
- Work with the Business Manager and Marketing Manager to administer and implement the annual Sponsorship & Special Funding program. Focus on guiding the applicants to develop a marketing plan that aligns with the Gulf County TDC's strategic marketing plan to ensure clarity and consistent messaging. When possible, attend events as the Brand Ambassador on behalf of the Gulf County TDC, the Gulf County TDC Advisory Council and the Gulf County BOCC
- Communicate, on a weekly basis, with Executive Director and staff, the status of ongoing programs, addressing issues and any other related matters of the Gulf County TDC
- Perform the duties of a Beach Ambassador as directed by the Executive Director and readjust schedule to work ten-hour shifts
- Receive phone calls to the Tourist Development Council and Welcome Center office when necessary
- Attend local meetings, events, trade shows or functions when requested by the Executive Director
- Obtain photographs and or videos as needed and upload to various media outlets for the purposes of public relations and marketing the brand and destination
- Work with Welcome Center Manager to deliver Visitor Guides to stands within the region and to partners
- Work with the Welcome Center Manager to update information in the 11 Gulf County Visitor Information kiosks
- Work at Welcome Center on Saturdays
- Represent Gulf County BOCC, the Gulf County TDC and the tourism industry with positive energy and enthusiasm

KNOWLEDGE, SKILLS AND ABILITIES:

- Demonstrated ability to exercise skill in leadership of people, organizations, and work; oral and written communication; working in a political environment; and recognitions of, and sensitivity to, local issues and concerns

- Must possess highly developed organizational skills
- Possess the ability to produce creative ideas that will effectively market Gulf County as a tourist destination
- Must be computer literate and possess the ability upload content to the Gulf County TDC website
- Possess the ability to communicate with tourism industry, as well as, advertising representatives
- Be a people person who conducts themselves in a pleasant and professional manner at all times
- Ability to answer visitor's questions
- Ability to address sensitive issues if they arise with visitors and manage the situation with ease and professionalism
- Ability to handle stressful situations
- Be a team player who can establish and maintain effective working relationships with peers, County colleagues and the general public
- Knowledgeable regarding Gulf County landmarks, history, things to do, restaurants, etc.
- Ability to interact with Industry partners, media reps, and other travel/TDC related professionals in a warm and inviting manner
- Available to adjust hours to greet visitors, guests and residents in the Welcome Center
- Ability to communicate well both verbally and in writing
- Safely operate a vehicle with a trailer and ATV attached. Must be able to drive on sand, operate a 4-wheel drive vehicle and unload/load the ATV
- Operate computers, copiers, postage machines and radios
- Make oral and written reports; maintain records; and distribute information in an orderly manner
- Understand and follow oral and written instructions
- Be self-motivated and work within timelines and deadlines
- Perform other duties as assigned and required
- Understand and adhere to the GCTDC Standard Operating Procedures at all times

MINIMUM QUALIFICATIONS:

- Associates Degree in Marketing or related field, with experience in tourism promotions and special events preferred. A comparable amount of training and/or experience may be substituted for the minimum qualifications.
- Valid driver license from the state of legal residence

Physical Demands and Work Environment

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

- While performing the duties of this job, the employee is required to sit and talk or listen
- The employee is required to walk; use hands to finger, handle or feel objects, tools, or controls; and reach with hands and arms
- The employee is required to stoop, kneel, crouch or crawl
- The employee must be able to lift and or move up to 25 pounds
- Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus

The work environment characteristics are those an employee encounters while performing the essential functions of this job. The employee frequently works in outdoor conditions and may be exposed to wet, humid and otherwise inclement conditions. The noise level in the work environment is usually quiet.

Work Schedule

The Brand Ambassador will work 40 hours each week Tuesday through Saturday 8:00 AM to 5:00 PM. During season (Memorial Day to Labor Day) work schedule will shift to Wednesday to Saturday 8:00 AM to 6:00 PM. Brand training for the Brand/Beach Ambassador will be May 19 – 22, 2014.