



Tennessee Department of Environment and Conservation
Parks Marketing Manager
Division of Marketing & Product Development, Parks and Conservation Bureau
Annual Salary Range: \$39,996 – \$63,972

About the Tennessee Department of Environment and Conservation (TDEC)

The department is responsible for:

- Safeguarding the health and safety of Tennessee citizens from environmental hazards;
- Protecting and improving the quality of Tennessee's land, air, and water
- Managing the system of 56 Tennessee State Parks and 85 Natural Areas

TDEC has 2,900 employees working across Tennessee supported by a total budget of more than \$300 million with funding from dedicated fees and state parks revenue, federal sources, and the state general fund. The department is the chief environmental and natural resource regulatory agency in Tennessee with delegated responsibility from the U.S. EPA to regulate sources of air pollution, radiological health issues, solid and hazardous waste, underground storage tanks, water pollution, water supply, and groundwater pollution. TDEC has eight (8) regional offices across the state serving as the primary point of contact for their respective regions.

Summary & Distinguishing Features

The Parks Marketing Manager is an Executive Service position and part of the Tennessee State Parks (TSP) and Conservation Bureau's Marketing & Product Development Division. The Manager reports to the Director of Marketing and Product Development for Parks and Conservation and will serve as a vital team member of the Department's Marketing and Product Development team. Position requires some travel and is located in Nashville at the Wm. R. Snodgrass Tennessee Tower.

Principal Duties and Responsibilities

- Develops and implements an annual marketing/event strategy for the Tennessee State Park system within budgetary constraints. Will serve as key point of contact for events.
- Works closely with park personnel and external volunteer groups such as Friends of Parks, to create opportunities to engage citizen support of our state parks. Builds relationships to establish additional revenue streams for specific parks' projects while growing established events.
- Assist sales and marketing team in recruiting new group sales business to improve group sales revenue and increase visitation to state parks.
- Review existing park events with Park Managers and assist with strategies to increase visitation to amenities of a specific park, campground or conference center.

- Offer marketing/advertising focus to develop campaigns highlighting the natural beauty, historical significance, hospitality options and available recreational activities for individuals, families, organizations and businesses.
- Participate in local community events when required to assist Sales and Marketing team to promote specific state park, or park event.
- Work closely with TDEC's Digital Media and Publications team to deliver a consistent branding message across all mediums. Design marketing focus to include effective use of social media.

Candidates should be able to demonstrate success in the following areas:

- Understanding and ability to build brand equity and successfully increase revenue through creation and implementation of park events. Must have knowledge of various revenue streams and competent to develop effective marketing plans to ensure success of an event.
- Exceptional business writing skills and can visualize as well as convey a message into relevant and interesting content on print, social media and website platforms.
- Strong organizational skills and attention to detail with ability to manage multiple projects in a fast-paced, deadline-driven environment.
- Capable of quickly understanding all aspects of Tennessee State Parks and develop a marketing strategy to create interest and drive revenue.
- Ability to stay on top of key industry trends, competitive insights and emerging social media opportunities to convey value of Tennessee State Parks.

Qualifications

A bachelor's degree in Marketing, Hospitality, Outdoor Recreation or a compatible major with key focus on Marketing, Sales and/or Tourism. Additional degrees will be considered with appropriate experience. Three to five years' experience of managing multiple projects and events. Experience in park programming and large event planning is preferred.

All interested candidates should submit via email (TDEC.Careers@tn.gov) resume and cover letter to Beth Smith. Please use this email as point of contact if you have additional questions regarding the position. The position will remain posted until October 16, 2015.

Beth Smith, Director

Office of Talent Management

Tennessee Department of Environment and Conservation

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TDEC is an AA/EEO/ADA equal opportunity employer