



## Destination Salem Employment Opportunity

**Position:** Communications Specialist

**Type:** Full Time, 37 hours per week  
8:30 AM – 4:30 PM, Monday – Friday  
Some weekends required

**Salary:** \$15.00 – \$18.00 per hour, commensurate with experience

**Posted:** August 24, 2021

**Reports to:** Executive Director

### Description:

Destination Salem manages the destination marketing for the City of Salem, Massachusetts. Programs include production and distribution of the annual Salem Guide and Guide to Salem Haunted Happenings, management of the Destination Salem app, Salem.org and HauntedHappenings.org, working with traditional media and social media influencers, assisting consumers who are planning travel to Salem, and working with businesses to promote and market them as part of the destination. In addition, Destination Salem is developing a new visitor information center that will be the organization's headquarters.

The ideal Communications Specialist is a collaborative, creative, media savvy, organized and focused person who is interested in the destination marketing of Salem, Massachusetts. The position interacts with the tourism industry, consumers, and Salem business community, and must have excellent written and verbal communication skills.

Responsibilities include, but will not be limited to:

- Updating Salem.org and HauntedHappenings.org as needed
- Updating the Salem app
- Updating and maintaining the calendars on the websites and the Salem app
- Managing Destination Salem's and Salem Haunted Happenings' social media presence
- Data analysis (non-scientific) of information collected from visitors and potential visitors
- Creating and distributing weekly and monthly email communication for consumers and industry partners
- Basic photo manipulation
- Proof-reading and editing correspondences and publications.
- Fulfilling visitor requests submitted via telephone and email
- Administrative responsibilities include, but not limited to telephones, mail, filing.

## Qualifications & Requirements:

- B.A. in Tourism, Communications, Marketing, or a related field
- Excellent and professional verbal and written communication skills
- Ability to work independently
- Pleasant and professional approach and demeanor
- Flexibility to work some weekends
- Interest in destination marketing and Salem is advantageous
- Proficient in Microsoft Office, including Word, Excel, PowerPoint, Outlook. Publisher
- Familiarity with Constant Contact
- Familiarity with WordPress
- Skilled in social media, Facebook, Instagram, Twitter, and Pinterest
- Ability to climb stairs, lift boxes, and operate a hand truck
- Valid us driver's license required, reliable vehicle and willingness to make deliveries as needed

## Work Environment

Work is performed at the Destination Salem office and in meeting spaces that vary around the City of Salem. Ability to moving objects including boxes of brochures weighing up to 40 pounds each, with a hand truck, banners and promotional materials is required.

## Benefits

After a 90-day period, Destination Salem offers paid vacation, paid sick time, and a simple IRA.

## How to Apply

Please email resume and cover letter to:

Kate Fox, Executive Director

Destination Salem

[kfox@salem.org](mailto:kfox@salem.org)

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