

# Marketing and Communications Manager

## Why this role matters: An Agile Epic & Key Stories

At **GGCTA**, the brand is a living story, and this role is the lead storyteller. It's not about executing every task yourself; it's about guiding and empowering a team of specialists to bring that story to life with consistency, creativity, and measurable impact.

**Epic:** As a **GGCTA** team, we need a cohesive marketing strategy, clear creative direction, and an efficient workflow, so that we can consistently produce high-impact campaigns that drive brand recognition, visitor engagement, and community pride.

Here are some of the stories you'd help us write and deliver:

- **Story: "As a marketing specialist, I need clear direction and brand guidelines from my manager, so I can create on-brand content efficiently and with confidence."**
- **Story: "As an executive, I need to see a unified marketing and communications calendar, so I can understand our public-facing narrative and feel confident in our strategic messaging."**
- **Story: "As a community and advocacy manager, I need support in creating engaging communication materials for our ambassador program, so I can inspire residents to become proud champions for Greensboro."**
- **Story: "As a live music program manager, I need marketing to launch a powerful campaign for our new downtown district, so we can attract our target audience and make the initiative a success."**
- **Story: "As a team, we need a streamlined sprint process and tools, so we can collaborate effectively, quickly adapt to campaign data, and celebrate our collective wins."**

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**Job Title:** Marketing & Communications Manager **Department:** Brand & Communications  
**Reports To:** Agile Chief Marketing Officer (CMO) **Location:** Greensboro, NC

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**Job Summary:**

The **Marketing & Communications Manager** is a hands-on leader responsible for the development, execution, and day-to-day management of the Greensboro / Guilford County Tourism Authority (**GGCTA**) marketing and communications efforts. This role reports to the CMO, and is central to ensuring a cohesive and impactful brand presence. The Manager leads a team of specialists, guides them through an agile workflow, and drives key initiatives that support Greensboro's identity as a premier destination, with a strong focus on the emerging live music scene.

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### **Key Responsibilities:**

- **Team Leadership & Agile Management:**
  - Lead, mentor, and manage the Marketing Specialist and Communications Specialist, fostering a high-performance, collaborative environment.
  - Serve as the **Product Owner** for specific marketing initiatives, prioritizing the backlog and guiding sprint-level work to ensure timely and on-brand delivery.
  - Drive the team's adherence to agile methodologies and OKR alignment, ensuring transparency of progress and celebrating successes.
- **Strategic Campaign & Brand Execution:**
  - Develop and manage integrated marketing and communications campaigns across digital, social, and traditional channels.
  - Oversee content strategy and production, ensuring all assets reflect the destination's brand identity and are optimized for specific audiences.
  - Collaborate with the Sales Support & Experience Coordinator to create cohesive brand experiences at tradeshow and sales events.
- **Communications & PR Oversight:**
  - Direct the communications strategy for public relations efforts, media relations, and crisis communications.
  - Work closely with the Communications Specialist to ensure a consistent public-facing narrative that amplifies the Greensboro brand and promotes positive media coverage.
- **Cross-Functional Collaboration:**

- Partner with the Live Music Destination Program Manager to develop and execute marketing strategies that drive awareness and engagement for the new live music district.
  - Collaborate with the Community & Advocacy Manager to support community awareness campaigns and Ambassador Program initiatives with compelling communication materials.
  - **Performance Monitoring:**
    - Monitor and analyze campaign performance and audience engagement data, providing regular reports to the CMO with insights for strategic optimization.
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## **Qualifications:**

- **Education:** Bachelor's degree in Marketing, Communications, Business Administration, or a related field. Other fields will be considered based on experience and relevance.
- **Experience:**
  - 5+ years of progressive marketing and communications experience, including at least 2 years in a team leadership or supervisory role.
  - Proven experience in developing and executing integrated marketing campaigns that drive measurable results.
  - Demonstrated ability to manage and mentor a team of marketing and communications professionals.
  - Strong understanding of brand management, content strategy, digital marketing, and public relations.
  - Experience working in or adapting to an agile organizational framework, with a solid understanding of OKRs and Scrum methodologies.
- **Skills:**
  - Exceptional leadership and team-building skills, with a passion for mentoring and developing talent.
  - Strategic and creative thinking with a data-driven approach to problem-solving.

- Strong writing, editing, and verbal communication skills.
  - Highly organized and detail-oriented, with the ability to manage multiple projects simultaneously in a fast-paced environment.
  - Collaborative mindset, with the ability to work effectively across teams.
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### **Why Join GGCTA as Marketing & Communications Manager?**

This is an impactful role for an experienced marketing leader who wants to directly influence how Greensboro is perceived by the world. You'll have the opportunity to lead a talented team, drive innovative campaigns, and be a core part of an agile leadership team that is dedicated to building a thriving destination. If you are passionate about storytelling, team development, and making a measurable impact, this is the perfect role for you.