



# HENDERSON COUNTY HUMAN RESOURCES DEPARTMENT

112 FIRST AVENUE WEST  
HENDERSONVILLE, NC 28792

## Memo

**To:** All Interested Candidates  
**From:** Jan Prichard, Human Resources Director  
**Date:** August 28, 2017 revised 9/18/17  
**RE:** Job Posting – One (1) Full Time Communications Coordinator  
*Tourism Development Authority*

*The Henderson County Tourism Development Authority (TDA) seeks a creative and experienced individual to collaborate with diverse tourism industry partners to promote Henderson County as a vacation destination, collaborating with a team to develop, coordinate and execute internal and external communication programs.*

**Duties and Responsibilities:** Performs intermediate public relations duties to enhance the tourism industry promotion and technical support work for Henderson County TDA; provides information and assistance to all visitors; maintains various databases; develops media strategies, drafts and/or prepares, maintains, and distributes media kits, press releases, calendar of events, and like materials; prepares and distributes various correspondence, brochures, newsletters, forms, reports, flyers, and other written materials; develops and maintains TDA social media; supports TDA staff with projects and special events. Performs related work as required. Work is performed under regular supervision. Reports to the Assistant Director.

**Qualifications:** Thorough knowledge of the principles and practices of public relations, the travel and tourism industry, and related tools and techniques; general knowledge of technical process, procedures, and methods used in producing publications and other printed materials; strong and effective writing and public speaking skills; ability to develop public relations strategies; general knowledge of local and regional geography and attractions; ability to efficiently operate office photographic, production, and other equipment required by the position; proficiency in all aspects of social media as well as Microsoft Office programs required for the position, including spread sheet and database creation and administration; some knowledge of film editing software and social media analytics; ability to communicate effectively orally and in writing, apply creativity and be articulate and concise; ability to establish and maintain effective relationships with media; ability to design, organize and gain input from a variety of sources for various publications and written materials; ability to organize and prioritize multiple and complex projects and tasks; ability to multi-task with accuracy and speed, pay attention to detail and meet required deadlines; ability to safely and efficiently operate a motor vehicle; ability to attend work regularly; ability to work flexible hours, weekends, evenings and some holidays as required by the position.

**Requires proficiency with Adobe Photoshop and WordPress programs, strong and creative writing skills including mastery of written English and grammar; excellent interpersonal skills.**

Any combination of education and experience equivalent to high school graduation and considerable experience in marketing, journalism, or public relations, and some experience and/or exposure to government operations and video production.

Pre-employment drug test and background checks required of finalist applicants.

Applications must be obtained and submitted to Henderson County HRD, 112 First Avenue West, Hendersonville, NC 28792, [www.hendersoncountync.org/hrd](http://www.hendersoncountync.org/hrd). Applications may also be obtained at the Henderson County NCWorks Career Center, Blue Ridge Community College, 180 West Campus Drive, Flat Rock, NC 28731

The deadline for application is: **Open until filled**

Starting rate: \$16.69  
Grade: 69A

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