

## Who we are:

The Department of Environment and Conservation exists to enhance the quality of life for citizens of Tennessee and to be stewards of our natural environment.

We foster a work environment that's inclusive as well as diverse, where our people can be themselves. Every idea and perspective is valued so that our culture reflects the people we serve.

Our Department is committed to providing a cleaner, safer environment that goes hand-in-hand with economic prosperity and increased quality of life in Tennessee. We deliver on our mission through managing regulatory programs that maintain standards for air, water and soil quality while providing assistance to businesses and communities in areas ranging from recreation to waste management. We manage the state park system and programs to inventory, interpret and protect Tennessee's rich natural, historical, and archaeological heritage.

## About the Tennessee State Parks

From its beginning in 1937, Tennessee State Parks were established to protect and preserve the unique natural, cultural, and historic resources of Tennessee. The public interest has also been served by a variety of benefits for citizens and communities produced by our state park system, promoting stronger communities and healthier citizens across the state through diverse resource-based recreation while conserving the natural environment for today and tomorrow – preserving authentic Tennessee places and spaces for future generations to enjoy. As stewards of the resources in our parks, we seek to manage Tennessee's state parks in order to preserve and protect valued resources and to provide a balance of services and benefits for the enjoyment of the people.



## TSP Marketing Manager Division of Marketing, Revenue, & Guest Experience Annual Salary Range: \$42,408 - \$67,836

As part of the Department of Environment and Conservation, Tennessee State Parks is nationally recognized park system with a portfolio of 57 state parks consisting of lodges, cabins, campgrounds, and many other revenue-generating operations. The Division of Marketing, Revenue, and Guest Experience is focused on generating sales for these operations. The Digital Asset & Community Manager is a responsible for many of the customer touchpoints that drive revenue. This position is based out of Nashville, TN and requires occasional travel. Currently, TDEC employees are working in alternative workspaces from their home with the flexibility to have scheduled time in their assigned office.

The preferred candidate will have project management and website experience, strong communication (written and verbal) skills, high attention to detail, and experience with outdoor recreation, tourism, or hospitality. Preferred candidates will have a bachelor's degree in marketing, business administration, communications, public relations, graphic design, or similar. The preferred candidate will have a minimum of two (2) years of full-time experience in marketing, communications, or a related field. To apply for this position please visit: <https://www.tn.gov/careers>.

### Highlighted Responsibilities:

- Serve as the digital asset manager for the marketing team. Ensure efficient naming, storage, and maintenance of the usage rights of the related files.
- Collect, monitor, and analyze key digital marketing metrics to track success.
- Coordinate with a variety of teams to collect and document information about the parks and track status updates.
- Become an advocate for Tennessee State Parks in social media and other digital spaces, engaging in dialogues and answering customer service inquiries.
- Implement website updates for day-to-day operations, while improving search engine optimization and user experience. Collaborate with park staff on website updates.
- Write and edit blog posts.
- Manage content development across multiple social media channels in collaboration with park staff.
- Assist with graphic design, email marketing, fundraising, third-party site management, and event execution.

*Pursuant to the State of Tennessee's Workplace Discrimination and Harassment policy, the State is firmly committed to the principle of fair and equal employment opportunities for its citizens and strives to protect the rights and opportunities of all people to seek, obtain, and hold employment without being subjected to illegal discrimination and harassment in the workplace. It is the State's policy to provide an environment free of discrimination and harassment of an individual because of that person's race, color, national origin, age (40 and over), sex, pregnancy, religion, creed, disability, veteran's status, or any other category protected by state and/or federal civil rights laws.*