



## **JOB DESCRIPTION**

### **BOSTON CONVENTION MARKETING CENTER**

The Boston Convention Marketing Center (BCMC) is a joint effort of the Greater Boston Convention & Visitors Bureau (GBCVB) and the Massachusetts Convention Center Authority (MCCA) to market and sell the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, and The Lawn on D.

**TITLE OF POSITION:** Marketing Coordinator

**REPORTS TO:** Vice President, Marketing & Creative Services

#### **POSITION SUMMARY:**

The Marketing Coordinator is responsible for developing and implementing effective marketing solutions to support the sales and marketing of the Boston Convention & Exhibition Center (BCEC), the Hynes Convention Center (Hynes) and The Lawn On D. This person will coordinate with the MCCA, GBCVB and local industry partners to ensure that facility, demographic, hotel, transportation and destination information is current and accurate in all marketing materials. He or she will manage both internal and external marketing requests, and facilitate the distribution of projects to the appropriate marketing team members. This individual will support efforts to maintain brand integrity across marketing programs. He or she will support the Vice President, Marketing & Creative Services in reporting monthly on marketing programs, in maintaining the BCMC's marketing budget, and in conducting relevant industry research. He or she must have strong time management skills and be able to manage and prioritize multiple projects at the same time. This position requires an individual with excellent communications skills, who also has the ability to evaluate projects and prioritize them for the marketing team.

#### **PRIMARY DUTIES:**

- Guide projects from initial concept to finished work



- Maintain content for collateral materials, the Meeting Planner Toolkit, Flickr photo library, sales proposal templates, sales presentations, and other marketing initiatives
- Collaborate with BCMC, MCCA and GBCVB team members, as well as local industry partners, on marketing content
- Conduct relevant industry research
- Seek appropriate feedback and approvals throughout development process
- Meet project deadlines
- Support the work of other marketing team members
- Serve as a representative of the BCMC to MCCA Committees upon request
- Train BCMC team members on how to best utilize our marketing assets

**PREREQUISITES:**

The ideal candidate will possess a bachelor's degree from a four-year College or University in marketing, communications, hospitality management, design or related field. He or she must be proficient with Microsoft Office products (Word, Excel, PowerPoint). The ideal candidate will also have a working knowledge of the Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, Lightroom). He or she must be a self-motivated, hard worker with the ability to manage projects from start to finish. Qualified candidates should have a minimum of 2-5 years of related industry experience.