



**JOB TITLE:** Marketing Coordinator

**REPORTS TO:** Sr. Vice President

**POSITION SUMMARY:**

The Marketing Coordinator will effectively support the online, offline and e-marketing initiatives of the leisure marketing efforts of the GBCVB. Position involves interaction with the Boston and Massachusetts tourism community and an understanding of destination marketing.

**PRIMARY DUTIES AND RESPONSIBILITIES:**

- Participate in strategy development for the Bureau's marketing efforts
- Participate in the development of content for the Bureau's leisure marketing efforts, including the event calendar and Great Deals page on BostonUSA.com, visitor e-newsletter and collateral materials including ValuePASS programs
- Participate in the online social media presence to help establish a consistent message, build loyal followers, grow engagement and encourage online conversations. Report monthly metrics; Manage photo contests and partnerships; Identify social media trends that will further promote the brand; Assist with the maintenance of active accounts across key platforms including but not limited to Facebook, Twitter, Instagram and Pinterest
- Promote and coordinate special member marketing programs such as Member Mondays, New Member Mondays, TakeOver Tuesdays, Special Occasion Dining, Great Deals, Hotel Packages, Member E-blast Advertising; Report on program metrics
- Assist with special events and promotions including but not limited to monthly Open Houses, Dine Out Boston, Charitable Golf Tournament, Board of Directors Meeting, and other Membership events
- Maintain an ongoing comprehensive image library between GBCVB and MOTT and coordinate and maintain internal image library
- Learn and use the Bureau's CRM. Assist with data maintenance, updates and reporting and automation of offline functions
- Assist with supervision of marketing interns
- Act as liaison to Multicultural Committee and assist with scheduling and marketing requests
- Assist with other special projects and initiatives as needed.

**PREREQUISITES:** College graduate, preferably in marketing/communications. Proficiency in Microsoft Word, Excel, and Social Media; Photoshop a plus. Ideal candidate should be detail oriented and have good written and oral communication skills.