

EAU CLAIRE AREA CONVENTION & VISITORS BUREAU (VISIT EAU CLAIRE)

EMPLOYEE OF TEMPORARY EMPLOYMENT AGENCY ASSIGNED TO VEC

JOB TITLE:	Marketing Assistant
JOB TYPE:	Part-Time Temporary Position
HOURS:	Up to 25 Hours/week
SCHEDULE:	Varies
PAY:	Payroll employee of temporary employment agency
REPORTS TO:	Director of Marketing
COLLABORATES WITH:	Director of Marketing and Marketing Manager under the direction of the Executive Director

SPECIFIC DUTIES:

Social Media

- Utilizing the approved editorial calendar, successfully establish an effective presence on social networking websites including, but not limited to, Facebook, YouTube, Instagram, Pinterest, and Twitter.
- Oversee the creation and implementation of successful social media promotions.
- Join and initiate social media conversations.

Calendar of Events

- Update and input all calendar of events including but not limited to the following websites:
 - Visit Eau Claire
 - Travel Wisconsin
 - Discover Wisconsin
 - Escape to Wisconsin (WACVB)
- Gather and send Radio Spot information to Marketing Manager on a timely basis.

Listings

- Update and input all partner listings (including web content & photos) including but not limited to:
 - Visit Eau Claire
 - Travel Wisconsin Extranet including listings and Snowmobile Trails & Fall Color Report
 - Meetings in Wisconsin
 - Sports in Wisconsin
 - Discover Wisconsin
 - Escape to Wisconsin (WACVB)

E-News

- Create and send all weekly Unexpected Happenings including Featured Businesses and Events.
- Monitor and maintain the organization's email marketing lists associated with its leisure, meeting & convention, sports and group segments.
- Develop and manage all e-newsletter campaign lists including but not limited to:
 - Event-specific promotions
 - VEC mobile app

- Special-interest databases

Website

- Manage and maintain Visit Eau Claire blog.
- Attend and organize all EC Insiders meetings.
- Write and edit blogs for visiteauclaire.com.
- Add hyperlinks and use other search engine optimization techniques on landing pages to increase website traffic.
- Upload new content and landing pages for all VEC websites including but not limited to:
 - visiteauclaire.com
 - visitaltonawia.com
 - visitlakehallie.com
 - Visittownofunion.com
 - Timber Trails
 - Visit Eau Claire Play Pass

Marketing Packages

- Coordinate all aspects of marketing packages sold including but not limited to:
 - Sending content to Volume One
 - Scheduling WEAU Mom's Every Day
 - Providing event details to Marketing Manager for radio spots
 - Providing Marketing Manager event details for social media
 - Including event details in e-newsletter
 - Adding featured events on to Visit Eau Claire event calendar

Events

- Attend all mEAU (mobile-Eau Claire) events and promotions
- Ensure all mEAU vehicles are regularly cleaned and maintained
- Create and implement special promotions and activities to generate excitement and engagement at mEAU events (mostly photo booth events)
- Contact event coordinators at least 48 hours prior to event to review on-site plans and confirm Visit Eau Claire mEAU presence
- Attend all EC Road Crew events and promotions
- Capture photos & videos of promotions at all mEAU & EC Road Crew events
- Interact and engage with all event patrons to promote the Eau Claire area

Under the direction of the Director of Marketing

- Ensure service-oriented greetings and follow through with individuals calling, emailing, walk-ins, or inquiring online for information about destination
- Utilize CRM to record visitor inquiries
- Ensure daily coverage of live chat from VEC website
- Respond to and engage with all social media inquiries

ADMINISTRATIVE DUTIES:

- Meet or exceed agreed upon objectives and goals for the Marketing Assistant position.
- Learn and utilize the VEC CRM & CMS system, Simpleview, keeping up to date within the file trace system.
- Learn and utilize all VEC software to generate all correspondence.
- Maintain accurate records, and provide appropriate information for timely weekly and monthly reports.
- Stay current with all web technology industry developments and best practices.
- Maintain a cohesive working relationship with all other personnel to ensure a unified and effective promotional effort.
- Maintain a well-informed working knowledge of the attractions and services available in the area to visitors and serve as a liaison between these entities and the visitor.
- Participate in special promotions sponsored by VEC, which may or may not directly relate to the Marketing Assistant position.
- Other responsibilities, as delegated by the Director of Marketing and/or Executive Director.

JOB REQUIREMENTS:

- A personal commitment to excellence, professionalism and creativity
- Ability to respond to questions from executive management, clients, customer and the general public.
- Must be able to lift 60 pounds. Must have own dependable transportation.
- Professional attire required at any time the Convention & Visitors Bureau is being represented, except by special permission from the Executive Director. (Eau Claire Crew attire will be provided by Visit Eau Claire).
- This job occasionally requires evening, weekend, and holiday work.