

JOB DESCRIPTION

Marketing Coordinator

Updated January 2018

The **Marketing Coordinator** is responsible for providing support for the development and execution of Greater Madison Convention and Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC) marketing initiatives, including developing and executing marketing campaigns, social media engagement and programs for assigned market segments and creating content for use across various media platforms.

Department: Marketing

Supervisor: Director of Marketing

Direct Reports: N/A

Indirect Reports: N/A

Job Classification: Coordinator, non- exempt

Work Site Location: Corporate office

Responsibilities*

- Collaborate with Director of Marketing, Senior Sports Marketing Manager (if required), marketing team and internal clients on concept through completion of marketing campaigns, programs and materials for assigned markets and internal clients.
- Develop and execute marketing campaigns, programs and materials in support of organization and client needs:
 - Act as the project manager for key campaigns and assigned initiatives
 - Key tasks include concept development and execution including copywriting media planning and buying for tactics such as advertising (traditional, web and social media), social media, email, print and electronic collateral, event invitations, signage and programs
 - Collaborate with graphic designers in execution of design and production
 - As needed solicit vendor bids; manage relationships with vendors throughout the creative and production process
- Develop and generate content for all applicable social media outlets in accordance with marketing calendar and communication strategy.
 - Maintain and expand existing social media channels: Twitter, Facebook, YouTube, LinkedIn, and Instagram.
 - Participate in the development of organizational social media strategy (based on industry-standard) best practices, trends and current Visit Madison social media channels.
 - Establish and maintain a rolling content calendar.
 - Post applicable news, press releases and appropriate announcements as directed.
 - Update imagery with current/best photos as indicated in the editorial/planning calendar.
 - Capture and analyze key social media metrics and create reports for organizational audience to better understand what is working and what is not.
- Identify opportunities to secure JEM Grant funding to support marketing initiatives: research, write and execute documentation necessary to secure grant and reimbursement funds.
- Collaborate with Directors of Marketing and PR/Communications on concepting and development of original content in support of Content Strategy including social media posts, web content, e-newsletters and Visitors Guide content as assigned.
 - Research and write assigned content;
 - Research and recommend photography
- Stay abreast of industry data and research; use insights to develop effective marketing materials.
- Ensure all creative materials align with GMCVB and MASC brand standards guidelines.
- Cultivate and maintain industry and partner relationships
- Leverage organization's project management tools, standards and practices for time management and timely delivery of projects and assets, including Creative Briefs, Work Orders, Ace Project Management and Portfolio.
- Perform other duties as assigned by the Director of Marketing and Senior Sports Marketing Manager (if required).

*The above is intended to describe the general content of and major responsibilities for performance of the position. It is not intended to be an exhaustive statement of job duties or requirements.

Education and Experience Required

- Requires a minimum of a bachelor's degree in marketing, communications, journalism or a related field
- Demonstrated knowledge of marketing best practices
- Requires a minimum of 3-5 years in a marketing position with demonstrated experience in a variety of media including direct hands on responsibility for social media
- Content management system experience preferred
- Database management or CRM experience preferred
- Experience managing and measuring electronic marketing campaigns (email, web or social media) preferred

Skills and Abilities Required

- Excellent written and oral communications skills
- Strong organizational and time management skills
- Ability to be flexible and think creatively
- Ability to self-start and work independently as needed
- Ability to establish and maintain effective working relationships
- Strong commitment to quality and accuracy
- Proficiency with Microsoft Office Suite (Word, PowerPoint, Outlook, Excel) within a PC based platform
- Ability to translate marketing objectives into effective creative concepts and copy
- Demonstrated skill in concept development for marketing tactics and/or campaigns
- Demonstrated copywriting skills in a variety of formats and media
- Experience with a content management system (CMS) and/or WYSIWYG editor experience.
- Demonstrated understanding of social media management and analytic tools (Hootsuite Facebook Insights, Twitter Dashboard, Google Analytics).
- Familiarity with editing images, audio, graphics or video for use on social media channels
- Broad awareness and knowledge of social media regulations, rules, and applicable laws (e.g. copyright laws)
- Excellent communication (oral and written) project management and interpersonal skills required
- Demonstrated computer savvy – technically proficient
- Basic understanding of HTML
- Knowledge and competency in video platforms desirable
- Mastery of prominent social media channels as well as monitoring and reporting tools
- Demonstrated ability to work collaboratively with internal and external clients
- Ability to manage professional relationships with vendors

Physical Demands

While performing the duties of this job, the employee is required to sit and/or stand at a desk and computer for long periods of time, is occasionally required to stand; use hands to finger, handle or feel; reach with hands and arms; stoop, kneel, crawl and/or crouch. May be requested to lift materials of up to 35 lbs. Specific vision abilities required include reading computer screen and written documents; close vision, color vision and ability to adjust focus. Communicate effectively via verbal, audible and written means.

Work Environment

Heated and air conditioned open office environment (cubicles). Noise level is usually low to moderate. May be required to occasionally travel and work off site for training, special projects and Bureau supported functions. Casual dress code. Some evening or weekend availability may be required.

Reasonable Accommodation

It is the policy of the GMCVB to provide reasonable accommodations to qualified individuals with a disability who are applicants for employment or employees to perform the essential functions of the job.

The GMCVB is an Affirmative Action/Equal Opportunity Employer.