

Greater Palm Springs Convention & Visitors Bureau JOB POST

Position Title: Brand Coordinator
Department: Brand Development

SUMMARY:

The Brand Coordinator provides support to the brand development team supporting all departments and destination partners. The goal is to support and coordinate brand creative projects, video production, reporting and the digital asset management system (DAM). All tasks performed to maintain a universal and consistent GPSCVB brand look and distinct visual personality, as well as maintain a destination marketing position reflecting consumer insights and goals set by the Destination Development Plan.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Create & route for approval all Brand Development purchase orders, invoices and expense reports through the correct accounting procedures.
- Coordinate and prepare monthly/annual and ad-hoc reporting of all creative and production work; to be entered and reported via CRM system.
- Provide support and assistance on all production projects, including: Coordination with production partners on shoot days, scheduling room nights, arrange special requests with tourism and hospitality partners. Production may involve hours beyond the scheduled 40 hours work week, include work after hours and weekends when needed.
- Coordinate the day-to-day management of the digital asset management system (DAM) to maintain available assets (image, video, audio, fonts, logos, and support documents) shareable with the public and marketing staff to brand standards; co-manage account requests and approval by placing new users into appropriate user groups.
- Coordinate all contracts, agreements and paperwork in relation to digital assets (image, video, and audio), talent agreements, co-ops and employee asset contribution in a manner that aligns with CVB policy; with support and guidance of the legal team.
- Create and send requests to Partners to gather and keep the DAM current and ensure assets are approved to be used in select GPSCVB branded materials, including destination, experience/ lifestyle and Wedding/special event photography as well as video created and produced by all our nine city partners, hotel partners and experience partners.
- Maintain the CVB accolades and awards information.
- Work with the Brand Communications Manager and leadership on presentations by providing necessary information/data and presentation formatting in PowerPoint.
- Support the day-to-day archiving on the "creative drive" for all final/approved creative pieces.
- Coordinate Brand team's schedules, including: meetings, outside production and travel, by completing necessary out of office forms.

Perform other duties as assigned. Employee must be flexible to changing policies and procedures, as well as varying deadlines.

EDUCATION AND EXPERIENCE:

High School diploma and 1 to 2 years' experience in a creative work environment required.

Bachelor's Degree in business administration, information systems, marketing, design, communications, or related field preferred.

GENERAL QUALIFICATIONS:

To perform this job successfully, the employee must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill and ability required.

- Excellent written and verbal communication skills
- In-depth understanding of the CVB's Brand current products and future concepts
- Good interpersonal skills
- Ability to think creatively and innovatively
- Budget-management skills and proficiency
- Familiarity with the latest brand trends, technologies and methodologies in graphic design, web design, printing and video/television production, etc.
- Strong ability to multi-task
- Knowledge of PowerPoint and presentation formatting
- Knowledge of project management processes, workflow and terminology
- Ability to function well in a fast-paced environment under tight deadlines

TECHNICAL SKILLS:

Proficient with business machines such as copy, fax, printer, desktop computers, laptops and cell phones. Proficient with most commonly used business software including Microsoft Word, Excel, PowerPoint and Outlook and any other software programs that are essential to the job function.

Must have a valid driver license and current automobile liability insurance that meets or exceeds California requirements. A clear Motor Vehicle Record is required. Updated MVRs may be collected periodically.

NOTE: Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The statements herein are intended to describe the general nature and level of work being performed by employees assigned to this position. These statements are not intended to be construed as a complete list of all responsibilities, duties and skills required.

APPLICATION PROCESS:

Please submit your cover letter and resume to HR@gpscvb.com

