

Greater Palm Springs Convention & Visitors Bureau

JOB POSTING

POSITION TITLE: Digital Marketing Coordinator

DEPARTMENT: Marketing

REPORTS TO: Director of Digital Marketing

PRIMARY OBJECTIVE:

The Digital Marketing Coordinator serves as an integral member of the overall marketing team, working to fulfill the mission to market Greater Palm Springs as a premiere visitor and meeting/convention destination for the purpose of positively affecting the area's economy and the quality of life for our citizens. The position requires fulfilling duties outlined below or otherwise assigned in support of the areas in, but not limited to: digital marketing, marketing and communications.

KEY PERFORMANCE MEASURES AND ACCOUNTABILITIES:

- Coordinate content creation in accordance with the content calendar, including but not limited to: liaising with contract writers, managing accounting (including contracts, assignment letters, purchase orders and invoices), copyediting, photo sourcing and uploading content.
- Maintain data records in CRM database for marketing programs, including advertising, social media and content.
- Provide monthly reporting for digital marketing department, including website, content marketing, email marketing, social media marketing and other reporting as requested; assist with data analysis as needed.
- Write, edit and update content for website, social media, marketing programs and other projects as needed.
- Assist with website management, including uploading, editing and updating content and rotating content placements according to the content calendar.
- Assist with email marketing projects, including but not limited to: building email campaigns using email marketing software and providing ongoing reporting on email marketing campaigns.
- Assist with content creation across the organization as needed.
- Understand Marketing and Destination Development goals, objectives and general destination information.
- Maintain an understanding of procedures and policies through the department's standard operating procedures.
- Attend CVB sponsored promotions and events as needed.
- Other duties as assigned.

QUALIFICATION REQUIREMENTS:

- 1-2 years marketing & communication experience
- 1-2 years copywriting or editing experience
- Social media and/or digital marketing experience highly desired
- 1-2 years data entry experience; experience using CRM highly desired
- Demonstrated ability to manage outsourced marketing activities (copywriters, digital vendors)
- Demonstrated ability to manage regular reporting and analyze data
- Exceptional time management, organization and project management skills
- Strong MS Word, PowerPoint and Excel skills
- Self-starter who takes the initiative to develop projects, completes tasks on time, solves roadblocks and addresses issues before they become problems
- A collaborative team player, both within his/her own team as well as the leadership team and wider organization
- Ability to thrive and think creatively and calmly in highly fluid situations and under intense schedules, pressure and deadlines
- Prioritization skills and ability to multi-task
- Strong interpersonal skills with a personable, professional and calm demeanor
- Patience and flexibility

To perform this job successfully, the employee must be able to perform each essential duty listed above satisfactorily.

KEY SKILLS AND KNOWLEDGE:

Bachelor's degree from a four-year college or university and 1-2 years related experience and/or training; or equivalent combination of education and experience in marketing/communications, journalism or a related field.

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 and Outlook and any other software programs that are essential to the job function.

OTHER:

- Excellent writing, verbal communication and interpersonal skills.
- Ability to deal with multiple and concurrent programs.
- Analytical capability with proficiency in details.
- Strong knowledge of online communications strategies and tactics, usability standards, branding and latest digital technologies, tools and best practices.
- Experience in tracking and analyzing key metrics such as engagement and sentiment.
- Knowledge of social networks, content management systems and relevant mobile applications.

APPLICATION PROCESS:

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

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.