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

 **EMPLOYEE OF TEMPORARY EMPLOYMENT AGENCY ASSIGNED TO VEC**

JOB TITLE: Marketing Intern

JOB TYPE: Part-Time Temporary Position

HOURS: Up to 30 hours/week

SCHEDULE: Varies

PAY: Based on experience

REPORTS TO: Director of Operations

COLLABORATES WITH: Director of Marketing and Marketing Manager

**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, Instragram, Pinterest, and Twitter.
* Oversee the creation and implementation of successful social media promotions.
* Join and initiate social media conversations

**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 Insider 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
	+ visitaltoonawi.com
	+ visitlakehallie.com
	+ Visittownofunion.com
	+ Timber Trails

**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
* Setup and implement appropriate photo booth/photo stand settings for each activation

**Visitor Services**

* + 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

**Calendar of Events as needed**

* 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.

**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 Operations 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.