

# JOB POSTING

## Marketing Coordinator

January, 2017

### POSITION SUMMARY

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

### JOB SCOPE AND ESSENTIAL FUNCTIONS\*

- Collaborate with Director of Marketing, Senior Sports Marketing Manager, marketing team and internal clients, as applicable, 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, copywriting, media planning and buying for tactics such as advertising (traditional, web and 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
  - Collaborate with Social Media Coordinator on social media campaign elements.
- 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 web, e-newsletters and Visitors Guide content as assigned. Research and write assigned content; research and recommend photography to support content.
- 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, as applicable.

*\*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.*

## **QUALIFICATIONS**

### ***Education and Experience***

- 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
- 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
- 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 35lbs. 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 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.

### **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.



**How to apply:**

To apply for any of our jobs, we ask for **a cover letter, with salary requirements, and a current resume.**

Send cover letter and resume to [operations@visitmadison.com](mailto:operations@visitmadison.com), or by mail to:

GMCVB  
Recruitment  
22 E Mifflin Street, Suite 200  
Madison, WI 53703

**Applications will be reviewed upon receipt. Please submit your application as soon as possible for early consideration.**