

VISIT BUCKS COUNTY

Pennsylvania

JOB POSTING

Company Name

Visit Bucks County

Company Description

Visit Bucks County ("VBC") is an economic development agency and the official tourism promotion agency for the County of Bucks, promoting travel to and within Bucks County and is funded by the occupancy tax paid by overnight visitors to Bucks County. VBC works with its partners to generate economic impact and hospitality employment growth by driving travel and related business to experience Bucks County and all it has to offer.

Position/Title

Marketing & Communications Coordinator

Reporting Structure

Reports to: Marketing Director

Direct reports: None

Work Environment

Hybrid, office location: Newtown, Bucks County, Pennsylvania

Travel within Bucks County to tourism and hospitality businesses

Job Summary

The Marketing & Communications Coordinator will support the Visit Bucks County team by serving as a project manager and content coordinator. This position will assist with developing and organizing the Visit Bucks County content calendar, production and editing of the Annual Destination Guide and Annual Report and will organize the trafficking of all creative and copywriting projects throughout the organization. This position will serve as the liaison to outside agencies and vendors, obtaining quotes and estimates, routing creative assets and edits, and managing the printing and delivery of all projects. The Marketing & Communications Coordinator will also assist the team with copywriting, coding, and editing internal projects, organizing photo, video, and copy files and assisting with marketing initiatives, including social media outreach, digital projects, and marketing events.

Essential Responsibilities

- Collaborate with Marketing Director to develop and manage the content calendar. Also organize web, e-news, public relations, digital assets (photo and video), social, calendar of events, and advertising content.
- Work closely with Industry Relations Department on brainstorming content ideas based on the calendar of events, roundtable meetings, tradeshow etc. and updates the content calendar accordingly.
- Work with the Visitor Services team to route all consumer tradeshow needs through the Marketing Department, assisting with promotional item orders and branded tradeshow and special event creative and sponsorship supplies needed on site.
- Edit and proof all copy and organize photos for creative projects including the Annual Destination Guide, Annual Report, Wedding One Sheets, Group Tour One Sheets, Meetings One Sheets, Annual Meeting Collateral and Industry Decks, and Presentations.
- Field marketing inquiries from tourism partners, updating the marketing content calendar and assisting the YouTube Host & Content Creator with scheduling of video shoots and the organization of all video assets.

- Work alongside the Marketing Director and Marketing & Communications Manager to review weekly analytics and adjust the Marketing & Communications content calendar to feature articles and content that is performing on the website and in social media.
- Monitor partner calendars and holiday calendars to make sure that the content calendar reflects any trending content.
- Support the Administration Department by regularly monitoring the marketing module in Zartico, editing internal and external surveys, routing and editing grant program deliverables, assisting with grant submission copyrighting, and all other marketing copyrighting as it relates to research studies.
- Track all projects within the content calendar and internal project management tool, gathering copy and assets, uploading and sending to designers and printers and ensure that projects are routed efficiently.
- Assist the Industry Relations team with copywriting and editing of all stakeholder outreach media, including letters to partners, front-line training materials and partnership collateral.

Benefits (upon eligibility):

A comprehensive benefits package that includes, but is not limited to, health insurance, an employer matching 401(k) plan and paid time off.

Qualifications

- 3+ years of experience in marketing or communications field, preferably content creation.
- Strong AP style, writing and editing skills a must.
- Highly developed organizational skills with the ability to multi-task and prioritize, plus work alongside individuals at all levels of the organization.
- Strong research, written, verbal, and interpersonal skills.
- Extensive knowledge of social media and social media trends.
- Ability to coordinate with multiple vendors and stay on budget.
- Creative, with an ability to maximize public interest, excitement, and enthusiasm.

Please send resume and introduction to marketing@visitbuckscounty.com. No phone calls.