

VISIT BUCKS COUNTY

Pennsylvania

Job Title: Marketing & Communications Coordinator (Influencers)

Reports to: Marketing Director

Summary: The Marketing & Communications Coordinator is responsible for oversight of all influencer marketing for Visit Bucks County including Influencer Management, From The Locals blog and public relations outreach. The Coordinator is responsible for driving overnight visitation from target markets (New York, New Jersey, Philadelphia, Washington, D.C) and beyond by regularly tracking and managing influencer campaigns, scheduling production for the internal YouTube host and assisting with optimizing the Visit Bucks County YouTube, Twitter and other channels.

The responsibilities for this position include, but are not limited to:

Influencer Marketing:

- Develop Influencer Marketing strategy to attract creators in Visit Bucks County's target markets.
- Research, identify and utilize Influencer Marketing solution to find, target and attract creators.
- Work with tourism partners to incentivize creators and encourage visitation and promotion of Bucks County.
- Develop contracts for influencer expectations and arrange trips with local tourism partners.
- Oversee influencer budgets, track results and develop KPI and measurement tools for success.
- Align influencer efforts with broader marketing strategy and overall organization goals.

Blog & Podcast Management:

- Oversee From The Locals blog program hosting regular meet-ups, brainstorming, assigning, editing and posting content.
- Coordinate and assigns blog writers for articles working alongside Project Coordinator and with interns to create content.
- Oversee From The Locals Podcast development, scheduling and posting.

Public Relations:

- Manage public relations, earned media and media outreach for all markets—leisure, business-to-business and organizational.
- Host key members of the media/social influencers/travel writers for press trips and FAM tours to increase media coverage.
- Collaborate with Visit Bucks County partners on press/editorial opportunities and initiatives.
- Liaison with regional tourism partners to increase PR/social media/content collaboration.
- Seek out opportunities to raise Visit Bucks County's local/industry profile through speaking engagements, op/eds and award nominations.

- Monitor editorial and production schedules to ensure Bucks County appears in key features and broadcast programming.
- Manage internal press release/pitching calendar that coincides with overall marketing/communications content calendar.
- Develop content partnerships with social influencers, bloggers, local and regional websites.
- Assist with the management of Visit Bucks County's photo and video library.
- Execute consumer activations and promotional sponsorships in target markets.

YouTube & Social Media Marketing:

- Oversee the production schedule for internal YouTube Host & Content Creator.
- Organize video clips so that they are easily accessible for editing and for influencer and media inquiries.
- Oversee the execution of all Twitter and LinkedIn posts.
- Assist Marketing Director & Marketing & Communications Manager with oversight of YouTube marketing and optimization.
- Work with Marketing & Communications Manager to ensure video content remains fresh and easily accessible on VisitBucksCounty.com.

The successful candidate for this position possesses the following skills and abilities:

- Minimum 1-3 years of experience in a professional marketing or communications environment.
- Knowledge of influencer trends within the tourism industry.
- Experience with social media, specifically YouTube, Twitter and LinkedIn.
- Communications, professional writing, and/or advertising experience a plus.
- Ability to analyze data and make recommendations based on industry trends.
- A passion for uncovering and implementing opportunities in the social media space.
- Excellent research, organizational, written, verbal and interpersonal skills.
- Working knowledge of Creative Cloud products (Illustrator, Photoshop, XD etc.).
- Ability to prioritize and handle simultaneous projects with multiple stakeholders.
- Deadline oriented.
- A sense of humor.

Pease send cover letter, resume and salary requirements to Jobs@VisitBucksCounty.com. No phone calls, please.

*Visit Bucks County is the official tourism promotion agency for Bucks County.
VisitBucksCounty.com*