

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 assist the Marketing & Communications Manager with all digital content related to VisitBucksCounty.com, Facebook, email and digital advertising. The Coordinator will maintain the customer relationship management database (CRM) ensuring that all content is up-to-date and represented accurately in Visit Bucks County’s digital promotions. This position will assist with writing copy for VisitBucksCounty.com, composing Facebook posts and interacting and engaging on that platform, drafting email copy and other digital support as needed throughout the organization.

Essential Responsibilities

- Oversees calendar of events in CRM and on VisitBucksCounty.com. Researches and proactively posts events to the calendar, writing event descriptions and adding compelling photos. Relays new event information to VBC team for follow-up.
- Writes and edits submissions to the calendar of events.
- Writes and edits new website listings and performs a quarterly review of all listings on VisitBucksCounty.com
- Scans all local outlets for new hospitality businesses/renovations/updates that can be marketed/serviced.
- Conducts a quarterly website audit, updating photos, articles and descriptions.
- Manages all promotions and special offers, updating content within the CRM and adding photos.
- Assists with researching and writing copy for all lodging deals and promotions.
- Manages CRM categories and tagging ensuring that all information is properly categorized for both reporting and population of the VBC website.
- Submits monthly content to neighboring DMO’s and with auditing Bucks County content on third-party websites such as VisitPA.com, VisitPhilly.com and others.
- Organizes, edits and sends What’s Up This Week concierge email and schedules subsequent blog posts.
- Assists with writing and editing content for VisitBucksCounty.com.

- Oversees From The Locals blog program hosting regular meet-ups, brainstorming, assigning, editing and posting content.
- Coordinates and assigns blog writers for articles working alongside Project Coordinator and with interns to create content.
- Assist with writing and scheduling posts in Facebook platform. Engages with the Facebook audience daily, sharing content, answering messages, responding the comments and routing inquiries.
- Maintains extensive contact data, including tourism business addresses and staff information. Also tracks key stakeholder and legislator data, properly maintaining, categorizing and tagging all contact information.
- Adds new tourism contacts into the CRM, updates prospective accounts and assists with sending introductory emails consistent with brand standards.
- Oversees CRM lead and email templates ensuring brand consistency.
- Works with staff on methods to utilize the CRM and assists in setting up reports as needed.
- Assists with maintaining contacts for Weddings, Groups, Meetings and Sports markets and properly tagging and sending out service requests, partner referrals and leads.
- Maintains consumer data module in CRM keeping information up-to-date, assisting with exporting new contacts into Mailchimp and with other consumer follow-up projects including mailings.
- Enters consumer leads into database, categorizing and tagging appropriately.
- 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.

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.