



Job Title: Communications Coordinator

Reports to: Marketing Director

Summary: The Communications Coordinator is responsible for assisting the Marketing & Communications Manager and Digital Communications Manager with content development. The Coordinator will also assist with social media execution including Facebook Live, Facebook Stories, Instagram, InstaStories, Snapchat, Pinterest and UnTappd.

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

Digital & Blog Content

- Works with Managers to write all content for VisitBucksCounty.com including articles, partner listings and event copy.
- Writes seasonal content and event round-up articles.
- Writes and edits new partner listings and performs a quarterly review of all listings on VisitBucksCounty.com
- Writes and edits submissions to the calendar of events.
- Develops content partnerships with social influencers, bloggers, local and regional websites.
- Manages user generated content and the Stackla integration into VisitBucksCounty.com.
- Coordinates and executes quarterly photo walks throughout the County to capture user generated content and promote social media engagement.
- Writes and posts and "What's Up This Weekend" blog content to VisitBucksCounty.com.

Social Media

- Creates a calendar of events and festivals to attend to curate social content for Instagram, Facebook Live and Snapchat
- Attends festivals, openings, exhibits etc. and posts live coverage on social media channels.
- Posts, engages and curates digital content for Visit Bucks County's Instagram, Snapchat, Pinterest and UnTappd channels. Assists with Facebook Live. Manages social content calendar for these platforms and collaborates with staff on topics, timing and reporting.
- Monitors Instagram, Snapchat and Pinterest platform trends and provides tactical and strategic recommendations.
- Assists Managers with contest execution including oversight and tracking for the summer-long photo contest and coordination for all other contest initiatives.
- Tracks all contest entries and coordinates all fulfillment with partners and sweepstakes winners.
- Monitors trends and social media updates and assists with launching Visit Bucks County into new channels.
- Performs other tasks as required.

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

- Minimum 1-3 years of experience in marketing, communications or a related field.
- Experience with social media execution.
- Excellent research, organizational, written, verbal and interpersonal skills.
- Deadline oriented, self-starter who is able to manage multiple projects in a fast-paced environment.
- Must have evening and weekend availability.
- A sense of humor.

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

Visit Bucks County is the official tourism promotion agency for Bucks County.