

# VISIT BUCKS COUNTY

*Pennsylvania*

**Job Title:** Project Coordinator

**Reports to:** Marketing Director

**Summary:** The Project Coordinator will support all travel industry markets and assist the VBC team with various programs and initiatives with a focus on managing the customer relationship management database (CRM). The Project Coordinator will ensure that listings/content/events, partner/stakeholder information and Visitor Center data is properly updated, leveraged and communicated across the organization. This role will also maintain key hospitality data sets and review the information to confirm it is consistent, concise and up-to-date.

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

## **Consumer Content & Information**

- Oversees calendar of events in CRM. 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.
- Scans all local outlets for new hospitality businesses/renovations/updates that can be marketed/serviced.
- Conducts a quarterly partner listings audit, updating photos and tourism partner descriptions.
- Manages all partner 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 partner, consumer and market information is properly categorized for both reporting and population of the VBC website.
- Assists with organizing, editing and sending What's Up This Week concierge email.
- Assists with editing partner information and data in all marketing and print collateral.
- Assists with tagging new photos in Barberstock photo management database and aggregating weekly user generated content into Crowdriff.
- Assists with submitting monthly content to neighboring DMO's and with auditing Bucks County content on third-party websites such as VisitPA.com, VisitPhilly.com and others.

## **Tourism Partner & Stakeholder Data Management**

- Maintains extensive contact data, including tourism partner 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.
- Oversees all partner invoicing and submits monthly report to accounting department.
- Assists with adding media and marketing placements into the CRM and sending to tourism partners.
- Assists with maintaining contacts for Weddings, Groups, Meetings and Sports markets and properly tagging and sending out service requests, partner referrals and leads.
- Reports on all market data in the CRM including monthly leads, service requests and partner referrals.

## **Visitor Center, Partner Referrals, Leads and Outreach**

- 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.
- Tracks weekly consumer data including Trails (print, digital and redemptions) and other key demographic and geographic data.
- Enters consumer leads into database, categorizing and tagging appropriately.
- Assists with daily visitor worksheet data, including live chat entries and Gift Shop revenues.

## **Administrative**

- Assists with partner deliveries for events, press trips and other events as needed.
- Oversees registration for VBC Partner events.
- Provide administrative support for the Tourism Grant Program.
- Manages the Bucks County fabricated logo, including the schedule, relocation logistics, securing COIs and maintenance of the structure.
- Performs general administrative functions and assists VBC leadership with other duties as assigned.

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

- Minimum 3-5 years of experience in a professional marketing/communications or administrative role.
- Excellent writing skills with the ability to edit in accordance with brand standards.
- Excellent research, organizational, written, verbal and interpersonal skills.
- Ability to work in a fast-paced, digital environment.
- Desire to understand all aspects of the organization and a passion for uncovering and implementing new opportunities in database management.
- Ability to prioritize and handle simultaneous projects with multiple staff members.
- Deadline oriented.
- A sense of humor.

**Pease send cover letter, resume and salary requirements to [Jobs@VisitBucksCounty.com](mailto:Jobs@VisitBucksCounty.com). No phone calls, please.**

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