

Job Title	Marketing Coordinator	
Job Category	Program Manager	
Reports To	VP of Marketing and Communications	
Summary	Responsible for assisting the Marketing Department with marketing and communication efforts, including leisure campaigns, pr and communication efforts, and implementing marketing campaigns for the meetings, sports and niche markets.	
Primary Duties & Assignments	<p><u>Marketing &amp; Communications for Group Sales Department</u></p> <ul style="list-style-type: none"> <li>• Implement marketing campaigns to support our Group Sales including e-newsletters, social media, direct mail, print, videos and advertising for the markets of meetings and sports events.</li> <li>• Populate website with content to educate convention and sports planners about our destination's venues including the convention center, coliseum and sports venues</li> <li>• Develop, advocate and publish stories by bloggers about our meetings &amp; sports venues</li> <li>• Prepare news releases and pr efforts about meetings and sporting events being held in our city</li> <li>• Provide pre-promotion and marketing assistance for booked groups in our community</li> </ul> <p><u>Assist with Leisure Promotion Efforts</u></p> <ul style="list-style-type: none"> <li>• Create hotel packages, radio giveaways, contests and promotions to use in leisure marketing efforts</li> <li>• Assist with the management of marketing promotions and initiatives as part of the marketing team</li> <li>• Work with <i>Visit Fort Wayne</i> partners (restaurants, attractions, hotels, etc) to help them promote their businesses to Fort Wayne's visitors</li> <li>• Assist with the development/promotion of "Accessible Fort Wayne" and "Show Your Badge" efforts</li> </ul> <p><u>Manage Internal (inside Fort Wayne) Communications, Current Fort Wayne Content, Event Promotion</u></p> <ul style="list-style-type: none"> <li>• Prepare monthly e-newsletter to stakeholders, assist with other advocacy efforts</li> <li>• Prepare "Current Events of the Week" materials and distribute to community partners/community, manage all local events copy for multiple uses: DID, TinCaps, FWMagazine, Local Media, Etc</li> <li>• Assist with advocacy efforts as we promote <i>Visit Fort Wayne</i> and our industry to the community</li> </ul>	
Ideal Candidate will Possess the Following:	<ul style="list-style-type: none"> <li>• Knowledge of wide variety of marketing methods, both traditional and digital</li> <li>• Excellent communication skills both written and oral</li> <li>• Works independently to accomplish goals in a timely manner</li> <li>• Ability to both prepare and present presentations using personal and technical equipment</li> <li>• Well organized, personable and detail oriented</li> <li>• Ability to manage multiple tasks and good time management skills</li> <li>• Good computer skills and ability to use Office Suites software proficiently</li> <li>• Maintain professional appearance and demeanor at all times</li> <li>• Good interpersonal skills to work effectively as a team member and with industry partners</li> </ul>	
Requirements	<ul style="list-style-type: none"> <li>• Bachelor's degree from an academic institution</li> <li>• Marketing, communications and public relations training or experience</li> <li>• Hospitality experience preferred but not essential</li> <li>• Must be able to travel occasionally</li> <li>• Good customer services skills or experience with clients, customers and people</li> <li>• Ability to sit at a desk to use computer, telephone and sitting for extended periods of time</li> <li>• Requires occasional lifting of boxed items of 25 pounds or less</li> <li>• Travel in personal automobile for Bureau business</li> </ul>	
Benefits	<ul style="list-style-type: none"> <li>• 100% Paid Medical Insurance</li> <li>• 100% Paid Dental Insurance</li> <li>• 100% Paid S/L Term Disability</li> </ul>	<ul style="list-style-type: none"> <li>• Life &amp; Accidental Death and Dismemberment</li> <li>• Paid Parking</li> <li>• Paid Professional Development Provided</li> </ul>
Hours	Monday -Friday 8 am – 5 pm	