



## **Job Description Hamilton County Tourism, Inc. Digital Marketing Coordinator**

**Department:** Marketing  
**Reports to:** Communications Manager  
**Job Classification:** Non-exempt, Full-Time, Coordinator

### **About Hamilton County Tourism**

Hamilton County Tourism, Inc. is a 501-c-6 organization that promotes and encourages tourism and development of Hamilton County, Indiana, just north of Indianapolis. But we are so much more than that. We are place-makers, working with our community partners on product development initiatives. We are innovators and thought leaders, always thinking outside the box and one step ahead of what's around the corner. We are marketers, using sophisticated tools to share a simple message: Hamilton County is a premier destination for leisure, sports, business and beyond. Perhaps more importantly, we're listeners and collaborators, dreamers and doers.

<https://www.visithamiltoncounty.com/>

### **Position Statement**

The Digital Marketing Coordinator at Hamilton County Tourism (HCT) executes the social media and digital marketing strategies for the Hamilton County Sports Authority (HCSA) and assists with social media efforts for the leisure market, media relations, communications and other marketing efforts. This position promotes Hamilton County as an innovative, diverse, vibrant and attractive destination and engages with potential visitors and residents.

Hamilton County Tourism is an equal opportunity employer and welcomes everyone to our team.

### **Responsibilities**

#### **Social Media Coordination (65%)**

- Develop and execute organic social media campaigns and content across numerous HCSA channels by producing content designed for optimal engagement and a positive organization brand.
- Work closely with the HCSA team to develop digital promotion strategies.
- Assist with organic social media campaigns and content across Hamilton County Tourism channels and Discover White River channels.
- Create and maintain a consistent voice and cadence across channels. Schedule content in advance and supplement with real time posts.

- Interact with users and respond to social media messages, inquiries and comments using good judgment and following HCT's social media policies.
- Visit attractions, sports facilities, events and other locations to stay connected with partners. Post new and engaging content. Collect photographs and video.
- Engage with and host sports influencers and bloggers to reach digital marketing goals.
- Assist the Communications Manager as needed with leisure influencers and bloggers to reach digital marketing goals.
- Work with Communications Manager to analyze digital performance and make recommendations to improve effectiveness of social strategies.
- Monitor dashboards to understand performance and opportunities to drive further visitation with quick promotion.
- Monitor competing and aspirational channels for trends and ideas.
- Assist Senior Content Manager with user generated content (UGC) to push to the website and other outlets.
- Collaborate with marketing staff, contract writers and marketing agencies as needed on digital media projects, content calendar planning and performance.
- Assist Senior Content Manager with writing/editing copy for website, newsletters, email, blog and other outlets as needed.

### **Communications (25%)**

- Engage with other communications professionals at partner sports organizations to amplify social posts.
- Assist Communications Manager with writing copy for news releases, backgrounders and pitch letters to develop stories.
- Write and edit optimized blog content to inform readers and increase website performance.
- Support efforts for HCSA-sponsored sports events including advanced planning meetings and onsite communications support.
- Assist in story development and earned media efforts on behalf of industry partners and in key niche markets including local business, sports and meetings markets and tourism industry trade.
- Write/edit copy for website, newsletters, email, travel guide, blog and other outlets as needed.

### **Marketing Support (5%)**

- Assist with internal projects to market and promote special programs.
- Assist with external and countywide events, such as the Solar Eclipse, as needed.
- Assist with supervision of marketing/communications interns.

### **Additional Responsibilities (5%)**

- Participate in HCT-sponsored functions and activities as needed.
- Participate in staff meetings and project meetings as required by position or requested by supervisor.
- Demonstrate a commitment to developing and embracing Hamilton County Tourism's core values—excellence, collaboration, intelligence, flexibility and community.
- Other duties as assigned.

### **Education & Experience**

- Bachelor's degree in communications, marketing, or a related field preferred, but will consider all candidates with relevant work experience and a proven record of performance.
- Recent experience creating content for social media platforms preferred.

**Requirements**

- Exceptional writing skills
- Solid communications etiquette
- Strong grammatical and language skills
- Excellent interpersonal skills
- Ability to handle situations with poise and professionalism
- Interest in sports
- Understanding of digital media, email marketing, social media and web strategies
- Ability to problem solve and excel in a fast-paced environment
- Ability to work independently and as part of a team
- Working knowledge of MS Office and social media platforms
- Ability to lift at least 25 pounds for booth/table set up or event support
- Valid driver's license and ability to drive own car as well as the company vehicle
- HCT offers a hybrid work environment with a primarily 8 a.m.- 5 p.m., Monday-Friday schedule. Due to the nature of tourism, evening and weekend work may be required at times, but not consistently or frequently.

If interested in applying, please send a cover letter, resume and writing samples (social media content, blogs, news releases) to [careers@hamiltoncountytourism.com](mailto:careers@hamiltoncountytourism.com) by April 26.