



## **JOB DESCRIPTION**

### **COMMUNITY ENGAGEMENT COORDINATOR – GLOBAL PARTNERSHIPS & CONVENTION SPONSORSHIPS**

#### **General Job Description**

The International LGBTQ+ Travel Association (IGLTA) is seeking a highly motivated, detail-oriented, customer-focused individual with excellent communication and organizational skills to join our team as **Community Engagement Coordinator** for our Global Partners and Convention Sponsors. This work-from-home position reports to the Vice President–Global Partnerships, is full-time and has the possibility for domestic and international travel, including attending mainstream and LGBTQ+ trade shows & tourism conferences.

IGLTA is an internationally renowned LGBTQ+ travel brand that has been operating continuously since 1983. We are a non-profit organization based in Fort Lauderdale, Florida, marketing to LGBTQ+ travelers worldwide and catering to the needs of the tourism companies that welcome them.

We are adding to our operations team to better meet the needs of our growing Global Partner portfolio and the increasing number of Convention Sponsors. We aim to provide our partners and sponsors with enhanced fulfillment of their benefits by supporting their LGBTQ+ marketing efforts.

**Principal job responsibility is coordination of campaigns across all IGLTA Marketing Channels (website, social media, direct e-marketing, etc.) to provide enhanced visibility and brand alignment to our Global Partners and Convention Sponsors.** Duties include: designing and managing social media campaigns in close collaboration with Engagement Team to determine communications goals & objectives; collecting and reporting information on campaigns & fulfillment activities; contributing to fulfillment reports; establishing a working relationship with our partners and sponsors by communicating via email or telephone and in-person meetings; establishing a working relationship with the VP-Global Partnerships (based in Paris, France) by regularly communicating via email, telephone and in-person meetings; working with other departments (social media, marketing, communications, membership, web development, etc.) and outside vendors (e-blasts, display advertising). In addition, there will be general administrative tasks to support the VP-Global Partnerships, the Global Partners and the Convention Sponsors.

**The main goal is to provide service and support to our Global Partners and Convention Sponsors, ensuring they are receiving top value for their investments, while also building a professional working relationship established on trust and respect, making sure their LGBTQ+ marketing objectives are met and that their IGLTA campaigns are optimized and delivering outstanding results.**

## **Qualifications and Experience**

The ideal candidate:

- Has a deep understanding and is proficient in the use of social media publishing and analytical tools including how to optimize their use, specifically: **FaceBook, Twitter, Instagram, TikTok, YouTube, Hootsuite, etc.;**
- Is a creative-minded individual that can effectively conceive, articulate, design & produce innovative ideas for new content for our partners & sponsors;
- Can produce high-quality content at a high frequency;
- Has a bachelor's degree, preferably in marketing, advertising or communications;
- Has previous experience working in social media community management;
- Has previous experience in project management, can develop project plans;
- Possesses excellent written and verbal communication skills;
- Has a flexible attitude towards evolving responsibilities and ever-changing environments;
- Is proficient with Microsoft Office products (Word, Excel, PowerPoint) and digital layout/publishing software (InDesign, Pages, etc.) and online publishing platforms;
- Is comfortable working in the Google Workspace environment;
- Brings to the position excellent time management skills, outstanding organizational skills and the ability to handle multiple projects simultaneously while respecting deadlines;
- Is comfortable working virtually and in a small team environment;
- Is able to apply basic mathematics, able to calculate percentages, use and interpret formulas;
- Possesses the ability to jump from the creative side of marketing and fulfillment to the analytical side; is able to demonstrate why their ideas are analytically sound;
- Is innovative and creative, thinks outside of the box and is willing to test new ideas, seek out new solutions, is a fast learner and early adopter;
- Is eager to meet and exceed objectives and willing to take on more responsibility;
- Is able to clearly communicate results to management in a fast-paced environment;
- Pays attention to details and gets the job done; is able to work autonomously;
- Must have exceptional people skills, an outgoing personality and a positive attitude, is optimistic, energetic, a self-starter and seen as a "people person";
- Speaks fluent English plus at least one additional language.

## **Essential Duties and Responsibilities**

- Coordinate activation and fulfillment of campaigns across all IGLTA Marketing Channels (website, social media, direct e-marketing, etc.) to provide enhanced visibility and brand alignment to our Global Partners and Convention Sponsors
- Create campaign delivery reports and contribute to partner/sponsor fulfillment reports
- Create and update communication calendars and timelines for the various IGLTA marketing vehicles used by our partners and sponsors
- Bring value to partnerships and sponsorships by helping to increase partner/sponsor visibility amongst LGBTQ+ travelers and allied travel professionals
- Participate in and contribute to strategic planning conversations that surround our partnership and sponsorship programs
- Performs other duties as necessary or required. This job description in no way states or implies that these are the only duties to be performed by the employee in this position.

## **How to apply for this position**

IGLTA is an equal opportunity organization and encourages applications from people regardless of their race, ethnicity, age, sex, sexual orientation, gender identity, gender expression, religion, marital status, immigration status, veteran status, or disability. IGLTA has a Global Operations Team with virtual offices in eight countries. This position is home-based and may include some travel. It is a full-time position in a small staff "hands on" environment. If you are interested in applying for this position, please submit your [resume and a cover letter](#) to [iglta@iglta.org](mailto:iglta@iglta.org)

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