



**Job Title:** Destination Marketing Coordinator

**Summary:** Travel Juneau is looking for an enthusiastic Destination Marketing Coordinator to support the Destination Marketing Manager in developing, organizing and implementing marketing campaigns and strategies in primary and administrative duties.

**Work Schedule:** Full-time, year-round

**Salary:** \$45,000 - \$48,000 DOE

**Reports To:** Destination Marketing Manager

**Benefits:** Optional medical & 401(K)

**Primary Responsibilities:**

- Collaborate with the marketing manager, internal team and partners on marketing needs
- Help identify marketing trends and key opportunities for innovation
- Compose and post to the Travel Juneau website and social media accounts
- Keep promotional materials ready by coordinating with DMM; inventorying stock; placing orders
- Plan and host media FAMs by coordinating with partners and developing itineraries
- Assist in planning trade shows by identifying requirements, placing orders, and coordinating logistics with DMM
- Represent Travel Juneau at meetings and events in the community as requested by DMM or President/CEO
- Maintain Travel Juneau's customer relationship management (CRM) database for the marketing department
- Prepare, format and edit a range of documents
- Assist with Travel Juneau special projects and events
- Update job knowledge by participating in educational opportunities
- Understand and implement the Travel Juneau brand

**Position Requirements**

- Bachelor's degree in marketing, business or relevant field
- Administration, sales, marketing assistant experience
- Effective written and verbal communication skills
- High level of attention to detail
- Ability to work effectively within a team and independently
- Good organizational skills
- Social media experience
- Availability to work occasional weekends, evenings and holidays
- Must have a valid Alaska driver's license and working vehicle (mileage expense provided)



### **Preferred Skills**

- Knowledge of Juneau and the surrounding area
- Knowledge of and experience in Juneau's visitor industry
- Entry-level database experience
- Competency in Adobe Design including Photoshop and InDesign

*The above information on this position description indicates the general nature and level of work performed by employees within the job. It is not designed to contain or be interpreted as a comprehensive inventory or description of all duties, responsibilities and qualifications required of employees assigned to this job.*

***To apply, email 1) cover letter; 2) current resume; 3) contact info for three (3) professional references to [staff@traveljuneau.com](mailto:staff@traveljuneau.com). Position open until filled. No calls.***