

JOB DESCRIPTION

Marketing Coordinator

Emphasis on social media

January 2020

Position Summary

The **Marketing Coordinator** is responsible for providing support for the development and execution of Destination Madison and Madison Area Sports Commission marketing initiatives. This includes marketing campaigns, overseeing the social media presence and online community, creating content for use across various mediums, and projects related to assigned market segments.

Seeking an enthusiastic and energetic individual that has a deep passion for, and is on the pulse of Madison, as well as a desire to serve as an ambassador for the destination. They should have a knack for creativity, exceptional attention to details, excellent writing skills and an ability to develop compelling content for a variety of social, digital and print media.

About Destination Madison

As Greater Madison's official destination management organization, Destination Madison drives economic impact through tourism. Our mission is to inspire a love for Madison, and our vision is that Madison is a place for all. We attract leisure visitors, conventions and sporting events to the area, and partner with local businesses to position Madison as one of the world's most vibrant and innovative places to live, work and visit.

Department: Marketing

Supervisor: Marketing Manager

Direct Reports: N/A

Indirect Reports: N/A

Job Classification: Coordinator, non-exempt; Full-time

Work Site Location: Corporate office

Job Scope & Responsibilities*

- Collaborate with Director of Marketing, Marketing Managers, marketing team and internal clients on concept through completion of marketing campaigns and projects for assigned markets and internal clients.
- Develop and curate content to expand channels and increase engagement on social media outlets in accordance with strategy.
 - Post, monitor and foster community within existing social media channels: Instagram, Facebook, Stories, LinkedIn, YouTube and Twitter.
 - Develop and lead execution of monthly social media content calendar.
 - Generate and propose fresh concepts to keep social channels innovative.
 - Participate in the development of organizational social media strategy (based on best practices, trends and organization's goals).
 - Capture and analyze key social media metrics and create reports for organizational audience
- Collaborate with internal content team to concept and create original content in support of the strategy
 - Research and write assigned pieces including: web content, blogs, visitors guide, e-newsletters and social media posts and stories.
 - Research and recommend photography, including user generated content.

- Develop and execute marketing campaigns, programs and materials in support of organization needs:
 - Lead as project manager for key campaigns and assigned initiatives
 - Key tasks may include concept development and execution, copywriting, print and digital collateral, media planning and buying for advertising (traditional, web and social media), social media, email, event invitations, signage and programs.
 - Collaborate with graphic designers in execution of design and production.
 - As needed, solicit vendor bids; manage relationships with vendors throughout the creative and production process.
- Leverage organization's project management tools, standards and practices for time management and timely delivery of projects and assets (TeamWork, Kickoff Meetings, Creative Briefs)
- Identify opportunities to secure grant funding to support marketing initiatives: research, write and execute documentation necessary to secure grant and reimbursement funds.
- Stay abreast of industry data and research specially around social media; use insights to develop effective marketing materials.
- Ensure all creative materials align with Destination Madison and Madison Area Sports Commission brand standards.
- Build and enhance partner and industry relationships
- Perform other duties as assigned by the Director of Marketing and Marketing Manager

**The above is intended to describe the general content of and major responsibilities for performance of the position. It is not intended to be an exhaustive statement of job duties or requirements.*

Education and Experience Required

- Bachelor's Degree, or equivalent experience in Marketing, Communications, Journalism or related field
- Minimum 3-5 years in a marketing position, with demonstrated experience in a variety of media
- Direct, hands-on responsibility with social media, including experience publishing and analyzing paid campaigns for Facebook and Instagram utilizing Facebook Business Manager.
- Experience managing and measuring digital marketing campaigns (email, web or social media)
- Ability to match and further develop brand voice across a variety of mediums
- Demonstrated knowledge of marketing best practices and industry trends
- Strong knowledge of the greater Madison area attractions, restaurants and events preferred

Skills and Abilities Required

- Excellent written and oral communications skills
- Strong organizational and time management skills
- Mastery of prominent social media channels including Facebook, Instagram, LinkedIn, YouTube and Twitter.
- Demonstrated understanding of social media management and analytic tools (Facebook Insights, Iconosquare, Google Analytics).
- Excellent project management and interpersonal skills required (ability to manage multiple projects, develop timelines, individual tasks and deadlines).
- Ability to self-start, take initiative and work independently as needed
- Ability to establish effective working relationships and work collaboratively with internal and external clients
- Strong commitment to quality and accuracy
- Proficiency with Microsoft Office Suite (Word, PowerPoint, Outlook, Excel) within a PC based platform
- Ability to translate marketing objectives into effective creative concepts and copy
- Demonstrated skill in concept development for marketing tactics and/or campaigns
- Demonstrated copywriting skills in a variety of formats and media

- Familiarity with editing images, audio, graphics or video for use on social media channels
- Broad awareness and knowledge of social media regulations, rules and applicable laws (e.g. copyright laws)
- Knowledge and competency in video platforms and cutting-edge digital marketing desirable.
- Experience with a content management system (CMS) a plus
- Experience using user generated content platforms such as Crowdriff preferred
- Ability to manage professional relationships with vendors

Physical Demands

While performing the duties of this job, the employee is required to sit and/or stand at a desk and computer for long periods of time, is occasionally required to stand; use hands to finger, handle or feel; reach with hands and arms; stoop, kneel, crawl and/or crouch. May be requested to lift materials of up to 35 lbs. Specific vision abilities required include reading computer screen and written documents; close vision, color vision and ability to adjust focus. Communicate effectively via verbal, audible and written means.

Work Environment

Heated and air conditioned open office environment (cubicles). Noise level is usually low to moderate. May be required to occasionally travel and work off site for training, special projects and Destination Madison supported functions. Casual dress code. Some evening or weekend availability may be required.

Reasonable Accommodation

It is the policy of Destination Madison to provide reasonable accommodations to qualified individuals with a disability who are applicants for employment or employees to perform the essential functions of the job.

Destination Madison is an Affirmative Action/Equal Opportunity Employer.