

JOB DESCRIPTION

Marketing Coordinator

January 2022

Position Summary

The **Marketing Coordinator** is responsible for providing support for the development and execution of Destination Madison and Madison Area Sports Commission marketing and branding initiatives. This includes marketing campaigns, public relations assistance, supporting our convention sales and sports marketing work, social media assistance, email marketing and content for use across various mediums, and projects related to assigned market segments.

Seeking an enthusiastic and energetic individual that has a passion for 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: Destination Madison Office

Job Scope & Responsibilities*

- Collaborate with brand team and internal clients on concept through completion of marketing campaigns and projects
- Support our convention sales and sports sales teams with marketing needs and campaigns, including work on large-level events (i.e. CrossFit Games, IRONMAN, World Dairy Expo), presentation support, collateral creation, and client gift process management
- Develop and curate content to expand channels and increase engagement on social media and website in accordance with strategy and direction from content team, including organizing and recommending User Generated Content
- Update visitmadison.com online events calendar
- Execute email marketing needs of organization, including assisting in content creation, list generation and email layouts
- Execution of marketing campaigns, programs and materials in support of organization needs:
 - Key tasks may include concept development and execution, copywriting, print and digital collateral, social media, email, event invitations, signage and programs
 - Collaborate with graphic designer in execution of design and production
- Support Destination Madison Public Relations team with list management and content selection
- Leverage organization's project management tools, standards and practices for time management and timely delivery of projects and assets (Teamwork project management software, kickoff meetings, creative briefs)
- Stay abreast of industry data and research; 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

**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 in Marketing, Communications, Journalism or other related field and a minimum of 1-3 years of professional experience in marketing position, **OR** 3-5+ years' experience in marketing position
- Experience managing and measuring digital marketing campaigns (email, web or social media)
- Experience managing and executing successful projects
- 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 a plus

Skills and Abilities Required

- Excellent written and oral communications skills
- Strong organizational and time management skills
- Experience using social media channels for business, such as Facebook, Instagram, LinkedIn, YouTube, TikTok and Twitter.
- 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
- Experience with email marketing platforms such as MailChimp preferred
- 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

TRAVEL

Occasional travel in Madison area

WORK ENVIRONMENT & JOB SPECIFICATIONS

The work environment and job specifications listed below are representative of those that must be met by an employee, with or without accommodations, to successfully perform the essential functions of this job.

- Primarily perform work in an office environment
- Occasionally move around the office and access or use computers, office equipment, telephone, and any other pertinent supplies, space or equipment used to perform the duties of the position.
- Work with frequent interruption.
- Sit for long periods of time
- Lift and/or move up to 10 pounds and occasionally lift and/or move up to 35 pounds
- Occasional travel for Destination Madison supported events, meetings, etc.
- Flexible/Hybrid work option where team members can request to work remotely up to 16 hours per week with approval from their immediate supervisor after 90 days of employment.

*Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

To best safeguard the health and safety of our employees and guests, Destination Madison is mandating all employees to be fully vaccinated for COVID-19. This means that being fully vaccinated is a condition of continued employment and a condition of hire. For employees or applicants who request accommodation due to medical or religious reasons, Destination Madison will work directly with each employee or applicant to review their individual request for reasonable accommodation.

Destination Madison is an Equal Opportunity/Affirmative Action Employer