

MONTEREY
Monterey County Convention
& Visitors Bureau

Position Title: Marketing Specialist
Reports To: Content Manager
Department: Marketing Communications
Job Status, Classification: Full-time Regular, Non-Exempt

Position Summary

The Marketing Specialist ensures positive outcomes for marketing initiatives. This position manages the tactical development and implementation of leisure marketing initiatives that inspire visitation and generate awareness of Monterey County as a premier travel destination.

Essential Functions & Responsibilities

- Manages leisure brand collateral and other creative projects in collaboration with marketing communications team and external resources
- Manages co-op advertising initiatives
- Coordinates logistics related to prizes for sweepstakes and giveaway promotions
- Leads leisure marketing projects including design requests, ad/image resizing, templates, presentations and collateral
- Manages visitor email database and distribution
- Works within CMS to populate and edit web pages and blog posts
- Assists with daily social media postings and monitoring
- Manages the department's summaries for monthly reporting and meetings including project list updates
- Serves as administration for the MCCVB Marketing Committee in accordance with Brown Act and policies
- Writes, edits and proofreads copy for advertorials, presentations, website content, advertisements, etc. to promote MCCVB members and jurisdictions
- Manages utilization and execution of messaging and branding for Sustainable Moments programs.
- Liaises with members regarding marketing opportunities
- Ensures that assigned projects are delivered as scheduled and within budget to best possible quality standards
- Creates internal process efficiencies and improves value for stakeholders
- Manages and fulfills internal and partner photo and video requests, tracks usage and licensing
- Manages outside resources, as needed, to complete assigned projects
- Liaises with vendors in production of MCCVB assets
- Manages expense budget related to responsibilities
- Cross-trains with Sales and Services team on group marketing projects
- Responsible for crafting, submission and follow up of award entries
- Contributes to our safe, positive and harmonious work culture and environment

Supervisory Responsibility

This position has no direct report or supervisory responsibility.

Other Duties

Please note this job description does not cover or contain all activities, duties or responsibilities that are required of the team member for this job. Duties, responsibilities and activities may change at any time with or without notice. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Desired Competencies and Expectations

- Time management skills with strong ability to multi-task
- Excellent relational skills and problem solving abilities
- Excellent written and verbal communication skills
- Superior proofreading skills
- Superior attention to detail
- Excellent project management and creative planning skills
- Ability to manage quality control
- Ability to prioritize and balance multiple projects simultaneously
- Results driven, proactive and able to work independently and in groups
- Ability to thrive in a fast-paced work environment
- Ability to relate to and work with a wide variety of stakeholders
- Ability to oversee and execute projects with minimum amount of supervision
- Ability to work under pressure and maintain professionalism
- Ability to recognize and maintain confidentiality of information
- Basic production art skills and experience necessary; minimum of basic proficiency with Adobe Creative Suite required
- Must be available to work special events as assigned
- Must maintain an excellent attendance record

Desired Education and Experience

- Four-year college degree and or three years' work experience in a marketing communications capacity.
- CDME or other recognized industry designation or certification
- Proficiency in Microsoft Office products including Word, Outlook, PowerPoint and Excel; proficiency in both PC and MAC environments; familiar with cloud computing environments
- Proficiency in creating compelling presentations in Microsoft PowerPoint
- Basic accounting skills/experience working with marketing budgets
- Knowledge of Monterey County products and assets
- Prior CVB and/or other travel and tourism experience
- Advertising and/or PR agency experience
- Experience with CMS/CRM systems

Work Environment

This job operates in a clerical office setting. This role routinely uses standard office equipment such as computers, phones, copiers, and filing cabinets.

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Physical Demands

This is largely a sedentary role with extended time sitting at and using a computer including keyboard and mouse. Some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary.

Position Type/Expected Hours of Work

This is a full-time position. Office hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. Evening and weekend work or participation in events that occur after hours may be needed occasionally. This includes monitoring and posting on MCCVB social media outlets during regular business hours and occasionally during evenings and weekends when the Content Manager is on PTO or is otherwise unavailable.

Travel Expectation

This position may require up to 10% local travel.

Additional Expectation

Must maintain an excellent attendance record

If you are interested in joining our team, please send your cover letter and resume to HR@seemonterey.com