

Position Title: Group Marketing Coordinator
Reports To: Marketing Manager
Department: Marketing Communications
Status, Classification: Full-time Regular, Non-Exempt

Position Summary

The Group Marketing Coordinator provides departmental integration support for marketing communications and business development teams. This position works with both teams to coordinate and implement marketing and direct sales initiatives within the brand framework that inspire meeting planners and generate group business in Monterey County.

The ideal candidate in this role will:

- Aspire to inspire transformational moments
- Be a strong, strategic, thoughtful team member
- Always bring their best possible self and work
- Commit to quality and consistency
- Seek opportunities to grow and improve
- At all times be trustworthy, honest and accountable
- Positively contribute to the team culture
- Contribute to telling the story of the organization's initiatives, outcomes, and return on investment for the community in ways that are creative, strategic and outside the standard reporting metrics
- Create success through passion for the hospitality industry, the destination, and the vision, mission and values of the organization
- Create and execute plans that are a clearly defined road map to achieve the targeted goals of the organization

Role and Responsibilities

- Attends Marketing Communications and Business Development team meetings, providing updates to ensure departments are aligned on projects, deliverables and timelines.
- Works with Marketing Manager to bring the Monterey County brand/destination narrative to life in all group marketing and direct sales initiatives.
- Works with Digital Marketing Specialist to ensure content, images and branding are current on MCCVB's group and meeting websites/microsites, blogs and social channels.
- Audits and ensures content, images and branding are current on partner sites and listings, virtual tradeshow, and other related digital channels; works with Business Development team to update as needed.
- Works with Public Relations Manager to research and develop content for group and meetings focused press releases and other media materials.
- Works closely with VP of Business Development, Director of Client Services, and Business Development Executives (BDE) to determine and coordinate marketing needs for client events, presentations, sales missions and tradeshow.
- Collaborates with the marketing communications team and external resources on group brand development.
- Coordinates marketing requests for the Tour & Travel BDE as needed.
- Supports development and deployment of group and meetings focused email marketing and regular e-newsletters.

- Supports and tracks measurement and performance reporting of group and meetings marketing campaigns, goals and metrics
- Helps to process and track related invoices and expenses.
- Supports Marketing Communications and Business Development teams to order and track inventory of promotional items
- Ensures assigned projects are delivered as scheduled and within budget to best possible quality standards.
- Cross-trains and backs up marketing communications and business development teams on other projects and duties as needed.
- Provides telephone and email coverage, general office and mail / shipping coordination
- Contributes to our safe, healthy, positive and harmonious work culture and environment

Supervisory Responsibility

This position has no supervisory responsible.

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.

Expected Competencies

- Time management skills with strong ability to multi-task
- Professional interpersonal skills and presentation of self
- Superior proofreading, written and verbal communication skills
- Results driven, proactive and able to work well independently and in groups
- Solid understanding of basic marketing and communications activities and principles
- Project management and planning skills
- Critical thinking skills with sound problem solving abilities
- Creativity and ability to turn ideas into results
- Willingness and ability to learn and grow within the organization
- Ability to prioritize and balance multiple projects simultaneously
- Ability to thrive in a fast-paced work environment
- Ability to develop and maintain strong relationships with internal colleagues and external stakeholders and partners
- Ability to execute tasks and oversee projects with minimum supervision
- Ability to work under pressure and maintain professionalism
- Ability to recognize and maintain confidentiality of information.
- Ability to maintain professional conduct at all times
- Ability to work special events as assigned
- Ability to maintain an excellent attendance record

Desired Education and Experience

- Four year college degree in marketing, business or related field and/or a minimum of one year work experience in a marketing or sales related role
- Experience with marketing communications initiatives/programs
- Experience with sales and/or business development functions

- Knowledge of Monterey County product and assets
- Fundamental knowledge of web development, CMS/CRM systems, analytics tools and reporting
- Experience in the travel/tourism, hospitality or meetings industry
- Proficiency in Microsoft Office products including Word, Outlook, PowerPoint and Excel; proficiency in both PC and MAC environments; familiar with cloud computing environments

Work Environment

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

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 required occasionally.

Travel Expectation

This position may require up to 10% local travel. This position may also require travel on occasion outside of Monterey County and/or California to attend industry meetings, conferences or other events/activities.

MCCVB offers a comprehensive compensation and benefits package including paid time off, paid holidays, 401k plan and group health, dental, vision, life and long-term disability insurance coverage.

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