



## **Job Summary**

We are looking for a dynamic individual who has a passion for the travel and tourism industry to join the marketing department. The marketing coordinator is responsible for assisting the marketing department with the management and implementation of all marketing efforts relating to the mission and vision of Discover Newport.

This is a full-time position. The normal hours are Monday-Friday, 9-5. However, on occasion, you may be asked to work evenings, weekends, and holidays.

## **Essential Functions**

Reasonable accommodations may be made to enable an individual with disabilities to perform an essential function.

- This position requires physical presence in the office.
- Assist with updates and audits CMS/CRM (where applicable).
- Adding and updating; events calendar, gallery exhibits, and Stay & Save sections of the website.
- Assist with copywriting, crafting media itineraries, editing and distribution of content across all platforms of communication.
- Assist with media familiarization trips.
- Assist with the coordination of all company *special projects*, specifically but not limited to Newport Restaurant Week(s), Burger Bender. Correspondence with industry partners, follow up, and collateral distribution.
- Assist with photo, video shoots, and necessary props.
- Assist with tagging and uploading images to a digital asset management (DAM) platform.
- Develop and maintain the company's VIP Program for media, meeting planners, tour operators and sponsors.
- Assist with the coordination of monthly industry marketing meetings.
- Drafting social content as directed. Creating/assisting with social media contests.
- Assists with all department requests.

## **Competencies**

- Communication, both written and verbal, proficiency
- Strong organizational skills
- Personal effectiveness/credibility
- Flexibility
- Technical capacity
- Initiative
- Ethical Conduct
- Stress management/composure
- Computer literate
- Command of grammar usage and vocabulary

**Required Education and Experience**

- Associate degree in communication, marketing, and/or travel and tourism
- Advance working knowledge of Mac OS, core Office 365 applications

**Preferred Education and Experience**

- Bachelor's degree in communication or marketing,
- Two years of administrative or related experience
- Proficiency in photography
- General knowledge of Newport and Bristol Counties.
- Adobe Creative Suite, Canva, Google Suite (Docs, Sheets, Analytics), Content Management System (CMS), Customer Relations Management (CRM), Digital Asset Management (DAM), UGC Platforms, Facebook/ Instagram/Twitter/ LinkedIn General Platforms, Social Media scheduling platforms.

**Additional Eligibility Qualifications:** Valid driver's license, with acceptable driving record and reliable vehicle.

**Benefits**

- Health insurance
- Paid time off
- Sick time
- 13+ holidays
- Volunteer time
- Life, AD&D, Short-Term and Long-Term Disability Insurance
- 457 + 401(a) discretionary retirement plans