



JOB DESCRIPTION

Job Title:	Digital Marketing Coordinator
Division:	Marketing
Reports to:	Digital Marketing Manager
Classification:	Full Time, Non-Exempt
Supervisory Responsibility:	None
Approved By:	President & CEO

Organization Background

Doing business as Visit Oakland, the Oakland Convention & Visitors Bureau is the official destination marketing organization for Oakland, CA. We are passionate about Oakland and believe in our mission – to increase tourism’s economic impact through destination development and brand management. Visit Oakland serves as the umbrella organization for all visitor-related travel to Oakland.

Founded in 1999 to market Oakland as a travel and meeting destination, build awareness and stimulate hotel occupancy, Visit Oakland continues with that mission today, actively marketing and selling Oakland to attract visitors.

The OCVB is a private, not-for-profit, 501c (6) organization, with a 21-member board of directors and a staff of sixteen. Visit Oakland is funded by a dedicated hotel tax - Measure C, and hotel self-assessed TBID.

Position Summary

Focus on communications, digital media, promotions and online design.

The Digital Marketing Coordinator in partnership with the Digital Marketing Manager & Director of Marketing, is charged with managing Visit Oakland's social media strategy. This individual is responsible for day to day management of the organization's social media channels, writing and curating content, analyzing and reporting, managing digital influencer campaigns and VO's online reputation management.

A strong aptitude for current technology and applications is required as well as the ability to evaluate, recommend and apply these technologies as appropriate. The Digital Marketing Coordinator should be organized, personable, enjoy working with the public, be creative and have an aptitude for problem solving. It will be someone who thrives on multi-tasking, taking on new projects as well as the day-to-day administrative duties.

Essential Duties and Responsibilities

- Develop, write and manage social media content, editorial calendars and giveaways for all platforms
- Understand the brand voice and recognize the responsibilities of managing the reputation of an urban destination
- Monitor, measure, and analyze performance of content using tracking, data-analytics, and measurement tools.
- Optimize Visit Oakland's social media accounts to increase the visibility of company's social content
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- In partnership with PR team, develop and execute digital influencer campaigns.

- Manage User Generated Content
- Assist in updating website, including event calendar
- Create Marketing e-newsletters on email marketing platform ActOn
- Write blog copy and other website/collateral as needed
- Attend local community events & organizational events as needed
- Other tasks as needed.

Qualifications

- BS in Communications, Marketing, Business, New Media or Public Relations or proven working experience in social media or related field.
- Excellent consulting, writing, proof-reading and communication skills
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, detail and customer oriented with good multitasking and organizational ability
- Fluency in English
- The ideal candidate will be eager to learn and grow
- Available on weekends and evenings as needed.
- Valid driver's license required with clean DMV record.

Compensation

Competitive hourly salary

Benefits: Medical, dental, life and retirement benefits

Relocation Package: not available

How to Apply

Submit resume, cover letter, two writing samples to lisa@visitoakland.com.