



JOB DESCRIPTION

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

Organization Background

Doing business as Visit Oakland, the Oakland Convention & Visitors Bureau 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 28-member board of directors and a staff of eight. Visit Oakland is funded by a dedicated hotel tax - Measure C, and hotel self-assessed TBID.

Position Summary

Visit Oakland is seeking a Marketing Coordinator to work in partnership with the Director of Marketing. This individual will support the promotion of Oakland as a leading destination for both leisure travel and meetings through a variety of marketing initiatives in a fast-paced, dynamic environment. The ideal candidate is a strong writer who can adapt to different brand voices while creatively sharing Oakland's many destination assets with locals, visitors, and potential visitors from around the world. Experience or familiarity with graphic design is a plus.

The Marketing Coordinator should be highly organized, creative-minded, personable, and comfortable working with the public, with a strong aptitude for problem-solving. This role requires the ability to multitask, take on new projects, manage day-to-day administrative duties, and contribute creative ideas across campaigns, collateral, and digital platforms while meeting deadlines in a fast-moving setting.

This is a wonderful opportunity for someone looking to start their career in destination marketing. The Marketing Coordinator will be part of an experienced, supportive team of professionals and will work in a fun, collaborative, and fast-paced environment. This position reports directly to the Director of Marketing.

Essential Duties and Responsibilities

- Support creation of marketing assets and collateral in partnership with Director of Marketing and external vendors (graphic designers, photographers, and videographers) on print and digital materials.

- Support the production of marketing e-newsletters on email marketing platform Act-On, maintaining content calendars, performance reporting, and list segmentation.
- Maintain and create blogs and other website content as needed in partnership with Director of Marketing and Public Relations.
- Create annual IMPACT 510: The Tourism Day presentation, working cross-departmentally to capture key accomplishments and strategic priorities.
- Provide sales marketing support in partnership with the Sales Team and Director of Marketing which includes creating sales collateral, meetings newsletters, gathering group offers, and more.
- Support the development and execution of digital campaigns on LinkedIn, including the #MeetingsMonday series and short-form video content for meetings and group sales audiences, in collaboration with the Director of Marketing.
- Support Board and Governance initiatives, including the creation of Board Meeting and Executive Committee presentations, annual retreats, and special programs.
- Assist with promotion fulfillment for contests, social media giveaways and sales promotions, ensuring accurate tracking and partner coordination.
- Follow partner and community calendars and add relevant events to Visit Oakland online calendar through the Simpleview CRM.
- Research businesses information, addresses, contacts, photos and upload information to the Simpleview CRM.
- Understand the brand voice and recognize the responsibilities of managing the reputation of an urban destination.
- Assist, as needed, with photography and video content capture to support social media and digital marketing efforts.
- Assist with soliciting partners to secure photos and video to further develop the Visit Oakland library.
- Assist in maintaining brand integrity and destination reputation across all sales and marketing materials and communications.
- Assist with updating website as needed.
- Provide CRM support as needed.
- Support ongoing marketing team operations, attend weekly staff meetings, bi-weekly marketing team meetings, monthly SEO/PPC calls with Simpleview and more.
- Occasionally attend shows and events outside of regular business hours as needed.
- Other marketing and sales-related projects as assigned by the Director of Marketing.

Qualifications

- BS in Communications, Marketing, Business, New Media or Public Relations or proven working experience in related field.
- Excellent writing, proof-reading and communication skills.
- Experience using design software such as Canva and Adobe Creative Cloud, including InDesign, Photoshop, Premiere Pro and Illustrator.
- Graphic design experience is a plus, with the ability to create and adapt visual assets for digital and print marketing materials.
- Knowledge of online marketing and good understanding of major marketing channels.
- Energetic self-starter with good interpersonal and collaborative teamwork skills.
- Has a positive attitude and is self-directed.
- Fluency in English, Spanish is a plus.
- Extensive knowledge of Oakland, California.
- The ideal candidate will be interested in career advancement in the destination marketing industry.
- Able to work weekends and evenings as needed.
- Valid driver's license required with clean DMV record

Physical Requirements

The physical and work requirements listed are representative of those that must be met to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to sit and work with hands and arms for at least eight (8) hours per day and five (5) days per week.
- Physical ability to stand, reach, lift, bend, kneel, stoop, climb, walk, crawl, push and pull items weighing up to 20 pounds.
- Stand and move throughout the office.
- Add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percentage.
- Have consistent and reliable attendance.
- Proficient interpersonal relations and communicative skills in English.
- Interpret a variety of instructions furnished in English written, oral, diagram, or schedule form.
- Write routine reports and correspondence.
- Meet daily, weekly, monthly, quarterly, yearly and other deadlines consistently.
- Work under pressure with changing, ambiguous priorities.
- Communicate effectively and promptly to clients or employees of the organization.
- High level of manual dexterity to adeptly type and use computer equipment.
- Auditory and visual skills – Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.
- Ability to work overtime occasionally at the last minute.

Compensation

Competitive hourly rate

Benefits: Medical, dental, vision, life and retirement benefits

Relocation Package: not available

How to Apply

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