



JOB DESCRIPTION

Job Title:	Marketing Coordinator
Division:	Marketing
Reports to:	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 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 sales and destination marketing, CRM, collateral and promotions.

Visit Oakland is seeking a Marketing Coordinator to work in partnership with the Marketing Manager. This individual will support the promotion of Oakland as a leading destination through several marketing initiatives. The individual must be a strong writer that can adapt to any brand voice while sharing Oakland's many destination assets with locals, visitors and potential visitors from around the world.

The Marketing Coordinator should be organized, creative, personable, comfortable working with the public, and have an aptitude for problem solving. The position as Marketing Coordinator requires multi-tasking, taking on new projects and managing day-to-day administrative duties.

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 work in a fun, productive environment. This position reports directly to the Marketing Manager.

Essential Duties and Responsibilities

- Support Board and Governance initiatives which includes Board Meeting presentations, assistance with board meeting minutes, Board programs/retreats, and more.
- Sales marketing support in partnership with the Sales Team and Marketing Manager which includes creating sales collateral, meetings newsletters, participating in weekly sales marketing meetings, and more.

- 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 with marketing e-newsletters on email marketing platform Act-On.
- Assist with updating blog content and other website/collateral as needed in partnership with Marketing Manager and Public Relations with a goal of updating one blog per week and creating two new blogs per month.
- Lead Localhood post efforts including research and implementation through Crowdriff.
- Collaborate with Partnerships on partner-related initiatives as needed.
- Assist with executing visiting media/influencer itineraries in partnership with Marketing Manager and Public Relations.
- Assist with contest fulfillment for Marketing, Public Relations, Sales and Partnerships.
- Assist with creating marketing collateral in partnership with Marketing Manager as needed.
- Assist with updating website as needed.
- Solicit partners to secure photos and video to further develop the Visit Oakland library.
- Provide CRM support as needed.
- Work with local photographers in partnership with Marketing Manager.
- Attend shows and events outside of regular business hours as needed.
- Other Marketing related tasks as needed.

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.
- 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

Compensation

Competitive salary

Benefits: Medical, dental, life and retirement benefits

Relocation Package: not available

How to Apply

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