

JOB DESCRIPTION

ROLE: Community Engagement Coordinator

REPORTS TO: Chief Marketing Officer

DIRECT REPORTS: None

EMPLOYMENT STATUS: Full-Time Exempt

REVISED: July 19, 2021

ESSENTIAL FUNCTION

The Peoria Area Convention and Visitors Bureau (Discover Peoria) is seeking a Community Engagement Coordinator dedicated to growing their skills while also making an impact on our team. The candidate will help the marketing and communications team by telling the organizational and community story through strategic partnerships, marketing, content creation and communications. A strong entrepreneurial spirit is highly sought after for this position, and someone who is comfortable being curious and outgoing in the community. We are looking for an individual who can help interact with our community and cultivate relationships to make a lasting impact on the communities we serve. A journalistic eye and public speaking abilities will be critical to success. We are seeking a passionate and hardworking person with a positive attitude who is highly social, excited to take ownership, and ready to fully merge their skills with our destination.

RESPONSIBILITIES

- Be a positive influence and advocate the PACVB mission, values and passion
- Generate compelling and high engagement content for the social platforms as well as for e-newsletters, blogs and other content needs
- Be website savvy and help build our website into a strong and influential media outlet for the communities we serve
- Assist in producing high-quality social media and web content, including written posts, photography and graphics, using the organizational voice and style, etc
- Be a liaison for Discover Peoria in reaching out to and identifying key market segments and community activities to expand the reach of our organization
- Help execute strategic marketing partnerships with community organizations and represent Discover Peoria in the community at fairs, trade shows, community events, etc
- Monitor and engage with our audiences at public events, serve on committees and assist with community-wide projects with partner organizations
- Act as a concierge for local residents, as well as, visitors to our community.
- Identify trending topics, key handles, hashtags and relevant content in the tourism and hospitality industries
- Assist in the creation and distribution of the digital newsletter to internal and external subscribers
- All other duties as assigned

REQUIREMENTS

- At least 2-3 years experience in marketing, communications or a related field (Bachelor's degree can replace years experience)
- Experience in social media management and website development is a plus.
- Strong written and verbal communication skills are a must. Ability to do public speaking is a must.
- Must have a valid driver's license.
- Copy editing, writing and understanding tone and style for brand engagement.
- Knowledge of marketing tools such as Adobe Creative Suite, Email Marketing, WordPress, Social Media Software, etc., is a plus.

HOW TO APPLY

Resumes should be emailed to employment@peoria.org or delivered in person at 456 Fulton St, Suite 300, Peoria, IL 61602.

**The Peoria Area Convention and Visitors Bureau is an equal opportunity employer.
We encourage all candidates of all backgrounds to apply.**