JOB TITLE:

MARKETING & COMMUNICATIONS COORDINATOR – EXPERIENCE ROCHESTER AND MAYO CIVIC CENTER

DEPARTMENT:
MARKETING

REPORTS TO:
VICE PRESIDENT OF MARKETING & COMMUNICATIONS
(With additional direction from the Marketing Manager and Communications Manager)

FLSA STATUS:
NON-EXEMPT

SUPERVISES:
NOT APPLICABLE

LOCATION:
HYBRID

SALARY RANGE:
$48,000 - $55,000 ANNUALLY, DEPENDING ON EXPERIENCE AND QUALIFICATIONS; PLUS COMPREHENSIVE BENEFITS PACKAGE

Position Summary:

Support Experience Rochester's marketing and communications efforts by coordinating and executing digital marketing, website updates, social media publishing, email campaigns, event activation, and sales and live event support. Work to understand the overarching goals of the organization and assist in carrying out tactics that promote Rochester as a visitor destination and support Experience Rochester and Mayo Civic Center initiatives. Represent the organization with industry partners and clients using sound judgment and professional behavior.

Primary Job Functions:

1. Assist with the execution of digital marketing efforts including social media content scheduling, monitoring, and engagement.
2. Update and publish website content including event listings, blogs, landing pages, and general web copy using the organization's CMS.
3. Assist in the development and distribution of email marketing campaigns including drafting content, building email layouts, updating lists, and tracking performance.
4. Draft, edit, and proofread marketing and communications content including website copy, social media posts, newsletters, partner messaging, and event promotions.
5. Provide marketing support to sales team**.**
6. Coordinate external event activations such as street festivals, partner events, tourism promotions, and other community-facing opportunities.
7. Support live event marketing and promotion at Mayo Civic Center including on-site activations, fan engagement activities, and experiential marketing elements.
8. Assist with logistics for contests, giveaways, and partner cross-promotions that support tourism or live entertainment goals.
9. Track and report key performance metrics related to social media, website updates, email campaigns, and digital advertising.
10. Maintain shared project calendars, content schedules, and digital asset organization.
11. Support the convention sales team by coordinating updates to marketing materials, gathering assets, and assisting with the preparation of sales content.
12. Assist in developing and executing sales-focused digital marketing strategies, including:

    - Creating targeted digital content for meetings, conventions, and group sales audiences
    - Supporting paid and organic digital efforts that promote Rochester as a meeting destination
    - Updating and maintaining sales landing pages, itineraries, and sales-focused web content
    - Coordinating email marketing that supports sales outreach and lead nurturing

13. Assist with gathering partner updates, imagery, and content used to support sales presentations, proposals, and digital campaigns.
14. Stay abreast of key digital marketing trends and relevant competitive insights.
15. Perform other duties as the Vice President of Marketing & Communications deems necessary.

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

Core Attributes:

Communication skills (internal and external): Understands and communicates effectively using a variety of formats including writing, speaking, listening, and interpersonal interaction.
Creativity: Supports new ideas, innovative solutions, and creative problem-solving.
Customer Service (internal/external): Committed to customer satisfaction and professional partner engagement.
Dependability: Meets commitments, works independently, accepts accountability, and follows through on assignments.
Integrity: Demonstrates ethical behavior, honesty, and professionalism.
Organization: Sets priorities, manages time effectively, and meets deadlines.
Teamwork: Works cooperatively with colleagues, hospitality partners, and event promoters.
Administrative Compliance: Uses tools effectively and complies with administrative policies and procedures.

Key Competencies:

- Use sound judgment to make decisions based on available information.
- Maintain a high level of productivity, discernment, and self-direction.
- Complete work in a timely manner with responsibility for job performance.
- Plan and organize tasks to achieve objectives and meet deadlines.
- Build and maintain positive relationships with industry partners.
- Strong written and verbal communication skills.
- Excellent time management skills with the ability to balance multiple projects.
- Team orientation and ability to work effectively with peers, managers, and partners.
- Familiarity with website CMS platforms and digital publishing.
- Comfortable representing the organization at live events and public-facing activities.

Equipment Used:

Microsoft SharePoint & Office Suite, social media management platforms, email marketing platforms, website CMS systems, CRM databases, video conferencing (Zoom and Teams), telephone, email, and keyboarding.

Working Conditions:

Fast-paced and multi-faceted, requiring initiative and self-direction. Some nights, early mornings and weekends, and local travel to events and activations may be required. The hospitality industry is typically a friendly and collaborative environment.

Physical and Mental Requirements:

- Normal physical and mental requirements to use equipment mentioned above
- Occasionally carrying and lifting up to 30 pounds
- Driving a car
- Exposure to computer screens for long periods
- Frequent bending, kneeling, and reaching related to event setup
- Organizing and coordinating schedules
- Analyzing and interpreting data
- Problem-solving
- Communicating with partners
- Creating written communication

Education and Experience Required:

- Bachelor’s degree preferred; high school diploma or GED required
- Minimum 1–3 years of marketing, communications, digital media, or event coordination experience
- Experience in tourism, hospitality, entertainment, or events preferred
- Digital/Interactive certifications or related coursework a plus

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Licenses and Knowledge Requirements:

Valid Driver’s License