

## Digital Marketing Coordinator

Visit Huntington Beach (VHB) is an accredited destination marketing organization located in Huntington Beach, CA. our organization's strong culture, accessible leadership, and professional growth opportunities reflect the team's pride and accomplishments.

**The Company:** Visit Huntington Beach (VHB) is the official destination marketing organization for Huntington Beach, CA. A 501(c)(6) non-profit organization, its mission is to market and sell Huntington Beach's Surf City USA® brand experience as the preferred quintessential California beach destination leading to increased visitor spending and enhanced quality of life for residents. Its programs include advocacy, marketing, advertising, media relations, group and travel trade sales, publications, visitor and partner services, and the Huntington Beach Film Commission.

VHB places an emphasis on teamwork; staff engagement and commitment; diversity, equity, and inclusion; professional development and accountability; community support; and sustainability. The small, but mighty, staff represents the best of Huntington Beach at a professional, high-quality, laid-back luxury level.

**The Position:** The Digital Marketing Coordinator. VHB offers competitive pay and benefits. The position of Digital Marketing Coordinator will focus on supporting and optimizing programs in digital advertising, email marketing, website, social media, database systems, and reporting & analytics under the direction of the Digital Marketing Manager.

### Responsibilities:

Include, but are not limited to, the following:

- **Marketing:**
  - Works closely with the Digital Marketing Manager to execute creative, paid media and social media tactics based on the overall digital strategy and campaign.
  - Packages, distributes, and tracks all campaign assets for active marketing initiatives.
  - Assist with photoshoots, events, and other field assignments.
  - Produce social media live content for industry functions as assigned.
  
- **Social Media/Web:**
  - Monitor day-to-day social media conversations across all platforms and interact with audience when appropriate.
  - Assist with generating content and posting of all social content for Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and TikTok along with emerging social platforms.

- Collect and shoot new photos and/or videos for use on social media channels.
- Manage weekly social media and influencer schedule across all channels
- Manage continuous improvements on website through content updates and regular audits of existing pages.
- Manage back-end social media and website maintenance (proper tagging, linking, search terms, image libraries, etc.)
- **Reporting & Analytics:**
  - Monitor, track and generate reports on development and performance of all digital advertising, social media, website, and marketing efforts as assigned.
- **Operational:**
  - Project coordination of Digital Marketing, Social Media, and Website projects.
  - Work with and manage outside vendors on select projects.
  - Contribute to Marketing team brainstorming sessions.
  - Work with colleagues from other departments at VHB – tourism, PR, sales, and visitor services to assist with special requests and support.
  - Enter new marketing contacts and maintain accurate information in the organization’s CRM system.
  - Enter metrics into CRM and other performance tracking tools.
  - Assist with any budget-related responsibilities
  - Attend industry functions, when necessary, may include morning or evening functions.

## **Qualifications:**

- A bachelor’s degree in marketing, communications, journalism, graphic design, or similar degree is required.
- Prior related work experience of at least 2 years is required, preferably with a concentration in travel industry marketing and/or overall communications program management.
- Professional experience using social media platforms and content management tools.
  - Facebook, Instagram, Twitter, TikTok, LinkedIn, Pinterest, YouTube, Crowdriff
- Excellent computer skills on Mac platform, with working knowledge of Adobe Creative Suite (Photoshop, InDesign and/or Illustrator, Acrobat) and Microsoft Office Suite are required.
  - Please note that although experience in design software is required, this is **not** a graphic design position.
- Familiarity or experience with a Destination Marketing Organization or Convention and Visitors Bureau, or travel-related marketing and PR/communications would also be very beneficial to the position.
- General knowledge of Huntington Beach and the region including hotel properties, attractions and amenities is a plus.

## **Behavioral Competencies:**

- Quality of Work - Exceptional attention to detail, organizational, analytical, and time management skills.
- Resourceful and Adaptable - Multi-tasks and prioritizes in a fast-paced work environment. Excellent problem-solving skills.
- Excellent Communication Skills - Communicates clearly, concisely, and openly in all interactions.
- Customer Focus - Effectively deals with internal and external customers, with high levels of patience, tact, and diplomacy.
- Discernment - Ability to exercise sound judgment in decision-making.
- Self-Improvement - Must be self-directed, motivated, collaborative, and demonstrate intuitive customer service and interpersonal skills.

## **Compensation & Benefits:**

- Market competitive salary
- Health, Visions, and Dental Insurance
- Flexible Spending Account (FSA)
- Retirement Plan with employer contribution and Life & Disability Insurance benefits
- Paid Time Off, Vacation, and Holidays
- Flexible schedule
- Modern, professional, Surf City USA® lifestyle office environment with standing desks and kitchen stocked with beverages and snacks