

**Job Title:** Mexico & Multicultural Marketing Coordinator  
**Department:** Multicultural Marketing Department  
**Supervisor:** Sr. Director of Multicultural Marketing  
**FLSA Status:** Non-Exempt, Full-Time  
**Salary range:** \$40k-50k  
**Prepared Date:** 7/26/2022

**Summary:** The Mexico Marketing Coordinator is involved in all aspects of supporting the success of the Mexico Initiatives department initiatives and program. The program is designed to increase the Mexico market and the U.S. Hispanic visitation into Tucson. The Mexico Marketing Coordinator will provide administrative and clerical support in addition to working as a team with the Mexico Initiative staff to achieve the department goals.

**Essential Duties and Responsibilities include the following – other duties may be assigned:**

- Administer all aspects of activities related to the promotion of Tucson in Mexico. This includes, but is not limited to coordinating trade shows, developing marketing efforts, designing, and maintaining timelines for other related activities in the Tucson community, as well as maintaining partners informed and involved in the Vamos marketing efforts.
- Manage and administer Vamos a Tucson's social media channels (Facebook, IG, Twitter), create, and maintain Vamos a Tucson' brand. Grow our audience for social media in Mexico and within the U.S. Hispanic potential visitors.
- Perform administrative duties by maintaining and updating spreadsheets, contacts information, media contact information in CRM, logs, database, and files, assist in planning meetings and department staff meetings and workshops (virtual and in-person). Create itineraries, events in CRM, preparing monthly and annual reports when needed, work and collaborate with other departments, manage mail and emails, collaborate with content creation for newsletter, letters, agreements, articles, invitations, or presentations. Translate documents from Spanish to English and English to Spanish.
- Provide support and information to internal and external customers by answering telephone and e-mail inquiries, taking messages, greeting visitors, and responding to informational requests, conducting research, and assisting with the resolution of problems.
- Provide coordination support for trade shows and events, by helping with the itineraries, plans, create and track event registrations and assist in the planning, communication and execution for our department events, workshops, contacting partners, vendors, and other service providers, helping with invitations, listings, registration, assisting with travel arrangements, and any task needed.
- Provide support to our Visitor Center staff with the coordination of our Mexico promotional events and marketing efforts, group activity and customer service matters. Serves as liaison between the Office in Hermosillo and Visit Tucson for personnel matters, expense reporting, and office needs requests.
- Assist in keeping Visit Tucson partners informed and involved in the Vamos a Tucson marketing efforts.

- Participate and contribute ideas in the planning, design, and production of marketing pieces, such as the Visitors Guide in Spanish, e-newsletter, marketing campaigns, promotional videos, lure brochures, blogs, etc.
- Assist with other duties requested by the Sr. Director of Multicultural Marketing.
- Collaborate across departments as directed by supervisor.

#### **Supervisory Responsibilities:**

- This job has no supervisory responsibilities.

#### **Qualifications:**

- To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- Earn your Certified Tourism Ambassador certification through Visit Tucson and remain in good standing annually.

#### **Education and Experience:**

- Three years of experience in hospitality or customer service industries and social media management.
- Marketing experience and prior proof-reading experience required.
- Must have strong written and verbal communication skills; being detail-oriented is required.
- Bilingual English and Spanish in written and verbal communication.
- Four-year degree from an accredited academic institution, or equivalent professional experience. Preferred.

#### **Competencies:**

To perform the job successfully, an individual should demonstrate the following competencies:

- **Customer Service** – Manage difficult customer situations; respond promptly to customer needs; solicit customer feedback to improve service; respond to requests for service and assistance; meet commitments.
- **Teamwork** – Balance team and individual responsibilities; exhibit objectivity and openness to others' views; give and welcome feedback; contribute to building a positive team spirit; put success of team above own interests; able to build morale and group commitments to goals and objectives; support everyone's efforts to succeed.
- **Organizational Support** – Follow policies and procedures; complete administrative tasks correctly and on time; support organization's goals and values; benefit organization through outside activities.
- **Dependability** – Follow instructions; respond to management direction; take responsibility for own actions; keep commitments; complete tasks on time or notify appropriate person with an alternate plan.
- **Communication Skills** -Ability to write routine reports and correspondence; ability to speak effectively before groups of customers or employees of organization.
- **Computer Skills** – To perform this job successfully, an individual should have knowledge of Microsoft Office and other software as needed. A working knowledge of the internet and web skills.

- **Innovation** - Display original thinking and creativity; meet challenges with resourcefulness; generate suggestions for improving work; develop innovative approaches and ideas; present ideas and information in a manner that gets others' attention.
- **Diversity** –Be bilingual English and Spanish and show respect and sensitivity for cultural differences
- **Judgment** – Display willingness to make decisions; exhibit sound and accurate judgment; support and explain reasoning for decisions; include appropriate people in decision-making process; make timely decisions.
- **Motivation** Set and achieve challenging goals; demonstrate persistence and overcome obstacles; measure self against standard of excellence; take calculated risks to accomplish goals.

**Other Qualifications:**

- Availability to travel, reliable transportation, a valid Arizona driver's license, valid auto insurance, and a good driving record.

**Additional Criteria:**

- Visit Tucson requires reliable transportation, a valid Arizona driver's license, valid auto insurance, and a good driving record.
- Visit Tucson may request to contract a minimum of three professional references prior to applicant being considered as a finalist.
- Visit Tucson requires all new employees to submit to drug testing and background check prior to being hired. Applicants that are unwilling to submit to drug testing and background checks need not apply.
- Covid vaccination is required.

Please note that due to the typically high volume of applicants it is not possible for Visit Tucson to respond to everyone that applies. Please do not follow-up with Visit Tucson directly to check on the status of your application. If you are selected as potential finalist, you will be notified via email address you provide through indeed.com.

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