



POSITION: Marketing & Creative Services Design Coordinator

ORGANIZATION: Union County Tourism

CLASSIFICATION: Exempt

REPORTS TO: Director

GENERAL DESCRIPTION

The Marketing & Creative Services Coordinator advances the organization's role of destination marketing by supporting the advertising, digital marketing, social media, and graphic design initiatives that promote Union County as a tourism destination.

RESPONSIBILITIES

- Assist with the execution of the Union County Tourism (UCT) marketing and business plan, as well as the UCT strategic plan.
- Serve as brand steward, ensuring that print collateral, digital assets, merchandise, and other creative assets accurately and consistently reflect the Visit Union County brand. Assist with ongoing brand rollout and updates.
- Design creative to support initiatives, including website and newsletter content and graphics, digital and print ads, brochures, maps, promotional items, annual visitors guide, presentations, trade show materials, and other items as needed.
- Assist with content and tactics to drive traffic to UCT websites, as well as to stay abreast of web trends and innovation to keep sites fresh and on the cutting edge. Analyze metrics to determine changes.
- Assist with the image library and usage rights for all photo and video assets.
- Work with the UCT team and outsourced support staff to manage social media platforms, develop a content calendar, garner asset permissions, embrace best practices to keep UCT forward-thinking and competitive, and identify opportunities to share Union County stories.
- Assist with vendor oversight for Simpleview, Crowdriff, and Bandwango, etc.
- Support Union County Tourism team in presenting signature events and opportunities to economically impact Union County as a destination.
- Support the aesthetic design of tradeshow exhibits, mobile visitors center, special events, and Union Station merchandising and displays.
- Generate monthly and year-end marketing reports for websites, events, and social media.
- Build and maintain relationships with hospitality partners and represent Union County Tourism at various community functions.
- Design marketing materials for the COC, CIC and economic development, as needed.
- Lend support to the UCT board, as well as organizational committees, and additional planning committees.
- Work closely with economic development, chamber, and UCT staff members.

- Assist with related duties as assigned. Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

REQUIRED QUALIFICATIONS

- Bachelor's degree from a four-year college or university in marketing, graphic design, or related field, preferred.
- Strong graphic design experience.
- Excellent oral and written communication skills with an attention to detail and the ability to apply techniques and communication methods to inform and entertain via written, oral, and visual media.
- Strong command of Microsoft Office applications, web-based website design programs, web-based database programs, Adobe Creative Suite and/or design software, email platforms and destination management software systems.
- Understanding of social media platforms; techniques to develop and maintain an effective, targeted, and timely social media plan; as well as the ability to work with multiple staff members regarding social media tactics and protocol.
- Able to give and receive constructive feedback.
- Superior time management, organizational, problem solving, interpersonal, and multitasking skills.
- Ability to interface with staff to build consensus, achieve goals, and leverage resources.
- Ability to meet deadlines and stay at/under budget.
- Ability to establish and maintain effective working relationships with the business community, government officials, and community organizations.
- A willingness to work evenings and weekends; ability to travel as required.
- Valid State of Ohio Driver's License and ability to drive is a requirement.

Work Environment

This job operates in a professional office environment in Marysville, OH. This is a full-time position, and typical hours of operation are Monday through Friday, 8 a.m. to 5 p.m.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Must be able to lift and/or transport/carry up to 25 lbs.

Interested candidates should send a cover letter, resume, and salary requirements by **5 p.m. on February 14** via email or mail to:

Karen Eylon
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