**VISIT LOUDOUN  
Position Profile**

**Position Information**

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| **Position:** | Digital Marketing Coordinator |
| **Department:** | Marketing |
| **Reports To:** | Director of Communications |
| **Direct Reports:** | None |

**Position Detail**

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| **CATEGORY** | **DETAIL** |
| **Role Summary:** | The role of the Marketing Coordinator is to manage social media and blog activity across digital platforms and assist with marketing projects and the marketing department. |
| **Key Performance Measures and Accountabilities –** The metrics or key performance measures for which the role is held accountable and are necessary to meet desired business results | * Assist with marketing projects and campaigns * Develop, write and manage social media content and calendars for all platforms * Lead in the development and execution of social media * Analyze social media tools to identify trends, assess data, create insights, and establish future key messages * Manages content within the CRM and CMS, specifically SimpleView. |
| **Key Responsibilities –** The critical activities required to achieve the desired business results | * Develops and maintains social media editorial calendar and manages content on all social platforms including but not limited to Facebook, Instagram, LinkedIn and Pinterest * Write and manage content for Visit Loudoun blog * Develops and edits video content * Manages social media budget * Assists in researching and identifying relevant new technologies and digital marketing strategies to improve Visit Loudoun marketing efforts * Supports in the development and implementation of a blogger outreach program for leisure travel * Tracks key metrics to illustrate performance across engagement, referrals and follower adoption, proving the effectiveness and added value of creating community online * Assists with the distribution of content across online channels including travel related websites * Compiles digital content and photo assets for print and online projects as assigned * Supports marketing campaigns with content migration across digital platforms * Assists in the implementation of digital contests/sweepstakes * Assists in researching and analysis of completive digital activity, conducts surveys to better understand audience needs and generates concepts to improve the user experience * Collaborates with Marketing Specialist to maintain digital/video asset library in Crowdriff * Manage enewsletter database and utilize email software to distribute marketing information * Maintain marketing archives * Assist with other projects assigned by manager |
| **Essential Work Experience** – The combination of jobs or critical experiences related to the position that provide the basis for achieving sustained high levels of performance for the role | * Two or four-year degree preferred or minimum five years hospitality experience with two years at a DMO * Experience in social media and blogging platforms * Exceptional writing skills * Brand selling experience to understand how to promote a brand, not just a product, to a wide range of clients and customers |
| **Key Skills and Knowledge –** The combination of skills (non-technical) and knowledge related to the position that are essential to achieving high performance levels within the given role | * Knowledge of both the customer needs and local tourism industry expectations to align customer needs to industry offerings * Excellent social and professional skills * Effective communicator and listener * Creative marketing professional * Good organizational skills to keep track of multiple projects * High self-motivation * A deep passion for the work and promoting Loudoun County and its offerings * Ability to travel * Able to stay on top of current events both within Loudoun County and among the industry * Able to maintain a pulse on latest trends within local tourism industry * Deep industry knowledge and involvement * Basic computer knowledge * Ability to meet deadlines * Familiarity with ASANA or project management system * Strict attention to detail * Visionary outlook and the ability to anticipate crucial next steps in a marketing process * An open-minded person, outgoing and personable |