**POSITION TITLE:**  Marketing Coordinator  
**REPORTS TO:** Vice President of Marketing

**DEPARTMENT:**  Marketing  
**FLSA STATUS:** Non-exempt

**EXPECTED RESULTS**

**Agency Result**: The Rockford Area Convention & Visitors Bureau exists to drive quality of life and economic growth for our citizens through tourism, marketing, and destination development.

**Division Result**: Increase tourism expenditures during each visit to the Rockford Region.  
**Position Result**: Supports the efficiency and effectiveness of the Marketing teamby executing a spectrum of responsibilities from clerical support to data entry and reporting.

**POSITION OVERVIEW**  
Recognizing the vital role that marketing and communications plays in many of the activities that RACVB tackles, the position of Marketing Coordinator is of critical importance. Primary duties will be to work closely with the VP of Marketing to oversee all data management within the Customer Relationship Management system (CRM) and Content Management Systems (CMS).

Because of the scope of projects and the pace of the RACVB work environment, the selected individual will need a unique combination of project management and interpersonal skills combined with competency to interpret data and manage data, proofread documents, and provide clerical assistance in support of team functions. Vital to this role is the ability to think creatively on ways to integrate to showcase the value of the tourism industry and RACVB to stakeholders using data.

**ESSENTIAL FUNCTIONS**:

**Management of Contacts, Website Listings, & Calendar of Events**

* Maintains contacts and creates distribution lists for RACVB communications and promotions in various programs (Simpleview, Constant Contact, E-Newsletters, Survey Monkey, etc.)
* Maintain a list of sites and attractions in CRM/CMS Databases (Simpleview, will train)
* Maintain listings and events with key partners
* Pro-actively engages with partners to ensure up to date information for accuracy
* Post and update listings, calendar of events, pages, articles
* Reviews website content to ensure information from CMS systems are accurate and consistent
* Ensure that all website Domain renewals are maintained

**Data Management**

* Serves as data manager for RACVB’s Customer Relationship Management (CRM) system and Content Management System (CMS) for GoRockford.com. (Will train on specific systems)
* Ensures accuracy and timeliness data entry and reporting
* Establishes and maintains hard copy and computerized files and records to include correspondence, reports, creative files, historical information and other related materials and activities. (File archives, testimonials, and publications with ads/mentions)
* Provides operational and technical assistance for CRM & CMS Programs

**Marketing Administrative Support**

* Proof reading for RACVB materials including, but not limited to Marketing Advertisements, Chamber Voice Articles, Sponsorship/Donor letters, grant applications, and sales bids.
* Some writing, as assigned, to assist with grant-writing
* Monitor and respond to incoming emails at general RACVB inboxes (info@gorockford.com)
* Assist with receptionist coverage as assigned

**Reporting**

* Ensures reports are conveying information accurately and are easily understood; submits to appropriate personnel
* Manages “Year-In-Review” reporting & tracking
* Answers questions and provides information to staff and outside partners

**CRITICAL KNOWLEDGE, SKILLS AND ABILITIES:**

The successful Marketing Coordinator will:

* Understand the role of marketing and communications in achieving organizational goals
* Possess strong customer service, interpersonal, and communication skills
* Effortlessly manage multiple tasks and projects
* Effectively present information and respond to questions from the public (media, hospitality, business)
* Be available for evening/weekend meetings and events
* Bilingual with competency in written and verbal communication is a plus

**TECHNICAL REQUIREMENTS:**

Preferred candidates will have experience with:

* Both Mac and PC computers and operating systems
* Microsoft Office, including, but not limited to: Word, Outlook, PowerPoint, and Teams
* Adobe Creative Suite
* iMovie or another video editing software ideal, but not required
* Website content management systems
* Digital photography and videography
* Social media platforms, including, but not limited to: Facebook, Twitter, Instagram, and YouTube

**KEY CONTACTS**

* Co-workers in All Departments
* Media
* Hotels, Attractions, Restauranters, etc.
* Festival & Event Planners
* Vendors
* Outside Contractors
* Destination Partners

**EDUCATION/EXPERIENCE REQUIREMENTS**  
High school diploma/GED required, prefer associate degree in Liberal Arts or Business plus at least 2 years related experience; or equivalent combination of education and experience. Destination/tourism work experience is a plus. Must have valid driver’s license and reliable transportation. May need to attend a morning, evening or an occasional weekend meeting/event. Candidate should demonstrate prior use of data for creative communications strategies. Data management and reporting must have a high focus on accuracy, strategy, innovation and collaborative results-focused approaches. Experience with project management in a fast-paced environment is helpful. A strong passion for the Rockford Region (Winnebago County) is a plus. A high focus on positive culture building in a teamwork environment is a plus. Candidate should project professionalism and confidence in working with and marketing diverse populations.

**PHYSICAL REQUIREMENTS**

* Office Work - Light Exertion up to 20 lbs. force occasionally and/or up-to 10lbs. frequently
* During Events - Medium Exertion up to 50 lbs. force occasionally, and/or up-to 20 lbs. frequently
* Perform repetitive tasks/motions
* Ability to see
* Hear alarms/telephones/normal speaking voice
* Have good manual dexterity
* Have good eye-hand-foot coordination
* Ability to stand and/or walk for long periods of time
* Ability to work outside in extreme weather conditions (during RACVB led events)

**WELCOMING DIVERSITY**

The Rockford Area Convention & Visitors Bureau is dedicated to doing our part to ensure the Rockford region is welcoming to all. We are committed to showcasing love, acceptance, equitable inclusion, and respect for our diverse residents, visitors and a culture that helps to make our region vibrant.

The RACVB is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment and all other employment decisions shall be made without regard to actual or perceived race, color, religion, gender, pregnancy or related conditions, gender identity or expression, sexual orientation, marital status, national origin, ancestry, citizenship, genetics information, disability, age, veteran or military status, order of protection status, conviction record and/or arrest record to the extent prohibited by applicable law as well as any to other type of unlawful discrimination and/or harassment.

**PREPARED BY:** John Groh **PREPARED DATE:** April 2022

**APPROVED BY:** John Groh **APPROVED DATE:** April 2022

I have reviewed the above job requirements and verify that I meet the minimum requirements and can complete the essential functions of this position. In addition, I have a valid IL driver's license with a clean driving record and agree to have a criminal background check.

Applicant/Employee Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_

Applicant/Employee Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_