**Marketing Coordinator**

The Marketing Coordinator is responsible for providing creative support to the advertising agency as well as managing production and administrative tasks for the Marketing Department of the Panama City Beach Convention and Visitors Bureau. This position reports to the Vice President of Marketing of the Panama City Beach Convention & Visitors Bureau.

# General Scope Of Duties

* Responsible for managing and/or creating the day to day delivery of marketing content either in-house or through working with creative agencies, to deliver a coherent, consistent experience for audiences. This role requires the development of close working relationships with counterparts in the Brand teams to ensure creative content delivers on Brand Strategies with content and creative design.
* Responsible for assisting in the coordination of the development and timely execution of advertising, public relations, social media plans, programs and materials.
* Responsible for coordinating with industry partners on cooperative opportunities for promotions and other items of interest.
* Responsible for assisting Director of Interactive Marketing with website developer Simpleview on CMS Management to maintain website and update information as needed.
* Responsible for processing invoices and maintaining marketing department budget tracking and media plan spreadsheets.
* Responsible for communicating ongoing information to the CVB’s outside agencies and internal team regarding events and special areas of interest to ensure cohesive messaging.
* Responsible for insuring web metrics, inquiries and other statistical reports are generated on a regular periodic basis. These reports include: occupancy reports, demographics, visitor traffic, availability, and inquiries.
* Responsible for collecting internal and external monthly data, and in coordination with Marketing Research vendor, compiling comprehensive reports for all inquiries and other research related projects.
* Responsible for creating desktop publishing projects utilized by CVB staff.
* Responsible for coordinating with the Communications & Social Media Manager to produce and distribute e-newsletters and other electronic correspondence to consumers and industry partners.
* Responsible for performing routine administrative tasks, as assigned.

**Other Duties**

The Marketing Coordinator will perform other assignments as instructed by the Vice President of Marketing, Interactive Marketing Manager, Public Relations Manager and/or the President/CEO of the Panama City Beach Convention & Visitors Bureau.

**Qualifications and Skills**

* Graphic design experience is preferred.
* Must possess the ability to portray and project a personal professional image.
* Must possess the ability to exercise initiative, good judgment, and tact when representing the CVB.
* Must possess a valid Florida driver’s license. Local travel is required, in the performance of regular duties.
* Must possess the ability to effectively communicate through written and verbal means, and must be computer literate.
* Must possess the proven proficiency to create, modify, and utilize complex Excel spreadsheets.
* Must possess the proven proficiency to create, modify, and utilize Word.
* Must possess the proven proficiency to create, modify, and utilize complex PowerPoint presentations.
* An understanding of Panama City Beach’s tourism industry is preferred.
* Prior experience with a destination marketing organization is also preferred.
* Prior experience with Adobe Creative Suite or other professional desktop publishing platform is preferred.
* Must be able to work independently, but also demonstrate the ability to work with others and in teams.
* Must possess the ability to analyze project needs, focus on achievement, manage detail and think creatively to ensure project deadlines and budgets are achieved.
* Must possess strong interpersonal skills and have the ability to maintain effective working relationships with staff, media, vendors and the general public.