

MONTEREY

Monterey County Convention & Visitors Bureau

POSITION: Marketing Coordinator (Full Time)

DEPARTMENT: Marketing Communications

JOIN OUR TEAM

The Monterey County Convention & Visitors Bureau (MCCVB) is the destination marketing organization for Monterey County, including the cities and areas of Monterey, Carmel-by-the-Sea, Carmel Valley, Pacific Grove, Seaside, Sand City, Marina, Salinas, Moss Landing, Salinas Valley and Del Rey Oaks, as well as world renowned assets like the Monterey Bay Aquarium, the epic Big Sur coastline, Monterey wine country and iconic Pebble Beach. Tourism is the second largest industry in Monterey and generates \$2.4 Billion in spending and nearly 24,000 jobs for the communities. Our vision is to inspire the world to experience our extraordinary destination and our mission is to drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and community.

We are looking for dynamic individuals to join our team of passionate Monterey ambassadors. We work together with our community stakeholders on strategy and vision with integrity, accountability and leadership to reach our stated goals.

POSITION SUMMARY

The Marketing Coordinator contributes to the collective success of the marketing communications team and meeting department goals by implementing marketing initiatives defined in strategic marketing plans and campaigns. The specific areas of responsibility for this position include coordinating marketing projects and ensuring timely approvals; contributing content for internal and external marketing materials, and ensuring brand and quality standards are met on deliverables.

Job Duties & Responsibilities

- Coordinates and contributes to marketing projects; assists in maintaining the marketing project list, provides regular updates to stakeholders and ensures deadlines are met.
- Collaborates with internal Marketing team in addition to outside contractors on brand development, collateral and other creative projects.
- Writes, edits and proofreads copy for advertorials, presentations, website content, advertisements, etc.
- Executes minor design requests, such as ad and image resizing and edits to existing design assets.
- Provide design enhancements to MCCVB social media channels (Facebook, Twitter, etc.); Develop email templates for newsletters; create ad hoc email designs as needed.
- Coordinates and works with designers and photographers/videographers in production of MCCVB assets; provides photos and videos to members as requested.
- Works with printers and other vendors on projects including obtaining printing specifications, securing estimates and press checks; Advises vendors on brand standards and helps to ensure brand continuity across all projects.
- Manages inventory of photography on shared drive and advises staff on access and use of images.

MONTEREY

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- Coordinates with partners on co-op advertising opportunities and marketing projects as assigned; coordinates prizes for sweepstakes and giveaway promotions.
- Serves as point-person to provide and compile marketing data and details for monthly reporting, quarterly forums, business plan, mid-year and annual reports.
- Creates and distributes agendas and meeting minutes for Marketing Committee meetings and subcommittees.
- Contributes to the design and update of templates, collateral and content for internal use and special projects as needed.
- Assists in maintaining and updating the MCCVB Brand Standards & Style guide; collaborates with Marketing Communications team to develop creative communication strategies and tactics.
- Collaborates with advertising agency on advertising and promotional initiatives; ensures all creative assets are saved in shared drive and follows up on approvals.
- Utilizes video, photography and illustrations to enhance membership reports, PowerPoint templates and board presentations.
- Reviews invoices against budget and helps to ensure on-budget department expenses.
- Serves as backup resource for website updates including microsites, online maps and other tasks as needed; Maintains visitor outreach email database.
- Supports leadership as directed.
- Work independently on projects as assigned.
- Maintain a safe, positive and healthy work environment.
- These duties are not exclusive and with consideration of the job requirements and other skills, the job description can be modified at the discretion of the supervisor.

Job Skills & Requirements

- Two-year college degree and/or a minimum two years' experience in a marketing capacity.
- Experience in tourism and/or hospitality industry a plus.
- Proven track record in: project management, multi-tasking, creative planning, quality control and meeting deadlines.
- Ability to prioritize and balance multiple projects simultaneously.
- Basic production art skills and experience necessary; minimum of basic proficiency with Adobe Creative Suite required.
- Basic accounting skills/experience working with marketing budgets.
- Excellent written and verbal communication skills.
- Working knowledge of computers including Microsoft Office software and Windows operating systems.
- Results driven, proactive and able to work independently.
- Ability to work in a fast-paced environment.
- Ability to relate to and work with a wide variety of stakeholders.
- Ability to execute tasks and oversee projects with minimum amount of supervision.
- Ability to work under pressure and maintain professionalism.
- Ability to recognize and maintain confidentiality of information.
- Ability to work special events as assigned.
- Must maintain excellent attendance record.
- Valid driver's license and/or reliable transportation.
- Must submit to a background check.

MONTEREY
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This position is open until filled.

The position is full time hourly, non-exempt at a rate of \$17 to \$19.23 per hour depending on qualifications and experience.

Please direct your cover letter and resume to HR@seemonterey.com for consideration.