



Monterey County Convention & Visitors Bureau

Job Title: Marketing Coordinator

Reports to: Director of Marketing

Summary:

Essential Duties & Responsibilities: include the following. Other duties may be assigned by the DOM:

Website

- n Work with DOM to integrate brand marketing design and concepts on MCCVB website.
- n Manage, maintain and track all website content, and work with other departments to develop online solutions. Website content will include general messaging, blogs, contests, photos, audio and video, e-cards, banner advertising and any new media.
- n Partner with DOM to institute online promotions and marketing campaigns.
- n Track, analyze and provide comprehensive reporting of website analytics and site performance, and apply findings to website development.

Email Communications

- n Coordinate all aspects of outbound email campaigns, including content and design, distribution and tracking
- n Coordinate visitor-based email databases and outsourced messaging service.

Marketing

- n Supports and partners with DOM on all marketing projects as needed.

Reports/Administrative Duties

- n Attends all Marketing Committee meetings.
- n Works with DOM on reports as needed.

QUALIFICATIONS

- Related experience in areas of online content management, web management or online marketing
- Basic understanding of HTML, online design, SEO, spamming and marketing concepts.
- Ability to develop and adhere to project timelines.
- Past experience with database management and data mining.
- Experience with Microsoft Office Suite, Power Point, Photoshop and willingness to work in a Mac environment

EDUCATION and/or EXPERIENCE

Bachelor's degree (B. A.), preferably in marketing, or one to two years related experience and/or training; or equivalent combination of education and experience in a similar marketing position.

CONTACT: Please forward a cover letter and resume to jennifer@mccvb.org by Friday, Sept. 14, 2007. No calls please.

MONTEREY COUNTY CONVENTION & VISITORS BUREAU

In partnership with Monterey County and the cities of Carmel-by-the-Sea, Del Rey Oaks, Marina, Monterey, Salinas, Sand City, Seaside and Soledad

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