



## 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**

- Work with DOM to integrate brand marketing design and concepts on MCCVB website.
- 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.
- Partner with DOM to institute online promotions and marketing campaigns.
- Track, analyze and provide comprehensive reporting of website analytics and site performance, and apply findings to website development.

#### **Email Communications**

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

#### **Marketing**

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

#### **Reports/Administrative Duties**

- Attends all Marketing Committee meetings.
- 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](mailto: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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