

Marketing Coordinator

PURPOSE OF POSITION

- Plan and facilitate the marketing, sales, public relations and promotion of chamber programs, membership, services and sponsorships (in coordination with chamber staff) through traditional (print and online) and non-traditional channels.
- Inspire visitors to travel to and throughout the Greater Newport Region by proactively designing and implementing successful marketing campaigns, public relations strategies, key messages, advertising and outreach.
- Plan and facilitate guest tours and services.
- Represent the chamber and the region at external events as needed.

RESPONSIBILITIES

- Meet sales objectives, while effectively aligning customer interests with chamber opportunities Identify and recruit donors, sponsors and advertisers that support chamber programs and services.
- Coordinate and quantify proactive marketing and advertising through a variety of mediums.
- Pitch ideas and write press releases for tourism and chamber events and services.
- Develops social media strategies. Update and contribute content to social media platforms. Identify and boost posts to target audiences. Measures results
- Meets deadlines and manages calendars.
- Develop and maintain organizational systems and processes.
- Office duties include answering telephones and supporting front line staff.
- Event coordination and support.
- Model excellent customer service and an exceptional work ethic
- Identify visitor needs regarding accommodations, recreational activities and dining experiences within the Greater Newport area.
- Serve as editor for a variety of chamber print and online publications and promotions.
- Maintains current working knowledge of industry trends, statistical information and industry resources
- Other duties as assigned.

QUALIFICATIONS

- Passion for and knowledge of the Greater Newport region.
- Excellent writing and proofing skills. Writing will include press releases, articles, and blog.
- Exceptional customer service with a genuine desire to help.
- Experience with developing and maintaining organizational systems.
- Process-oriented, extreme attention to detail, hyper-organized, strong work ethic, and able to manage time and projects effectively.
- Able to handle a fast-paced customer service environment and follow directions.
- Ability to work easily & professionally with a variety of visitors and coworkers.
- Loyalty to and positive representation of the Greater Newport Chamber of Commerce.

- Proficient with computer programs (Microsoft Word, Excel, Internet, CRM, web, social media,apps)

Preference will be given to applicants with experience and skills in one or more of the following:

- Marketing
- Sales
- Event and/or Program Planning
- Customer Relationship Management
- Program Assessment, Data Tracking and Analytics
- Social media marketing including Facebook, Twitter, Pinterest & Instagram.
- College degree.- particularly journalism, marketing or business administration
- Graphic design and/or photography skills

REQUIREMENTS

- Willing and available to work on weekends and after-hour events as needed
- Willing to work with limited privacy in a public work station shared with other team members
- Able to travel out of town on occasion for multiple nights.
- Eager to assist and follow directions
- Able to secure an OLCC servers permit
- Valid Driver's License and clean driving record
- Able to comfortably lift 40 lbs.from the floor and carry
- Able to sit or stand for duration of an 8-hour shift

The position is open until filled. Interviews start immediately (by invitation only).

Please submit a professional resume, cover letter, references who are familiar with your work and samples of writing/work. Cover letters should highlight the applicant's knowledge, relevant experience and the reason for their interest in the position.