

## **POSITION DESCRIPTION**

- TITLE:** Destination and Marketing Coordinator
- DIVISION:** Selma and Dallas County Chamber of Commerce and Tourism Information
- REPORTS TO:** Executive Director Chamber of Commerce
- DESCRIPTION:** The Destination and Marketing Coordinator will support the tourism function for the Chamber of Commerce and is a full-time position. The position assists the Executive Director with all aspects of the Chamber marketing, to include digital media, design and creative content development, and editing for digital media, and coordination of all social media. Also included are developing and managing in-house designs for technical aspects of the Chambers web site, calendars, e-newsletters, social media, and event press releases. Applicant must be proficient in Word, Publisher, Excel, Adobe, InDesign.

### **DUTIES AND RESPONSIBILITIES:**

1. Collects information and produces monthly calendar of events for web site.
2. Creates and updates a weekly email providing information for all the city events.
3. Coordinates special communications projects
4. Assists with special publications such as the annual report and marketing plan.
5. Assists in researching data and writing editorials as needed.
6. Assists in copy review and proofing of material for publications and all printed materials for the department to include special events, media blitzes, etc.
7. Maintains the web site, including content and up to date calendar of events information, and blogs.
8. Maintains all social media sites. Ensures that content is consistent with destination marketing campaign and refreshes content to ensure accuracy and timeliness of information with daily post.
9. Proofs and edits press releases for a variety of publications.
10. Reports publicity activity and value.
11. Participates in appropriate professional associations.
12. Promotes local community events groups and ensures a Chamber presence at local events.
13. Updates promotional literature provided to convention attendees, tourists and media.
14. Maintains a well-informed, working knowledge of the attractions and services available in the area to visitors; acts as a liaison between these entities and the visitor.

15. Develops and maintains a data base of imagery.
16. Ensures that outlet(s) is well maintained and stocked with brochures and other informational materials.
17. Implements systems to provide literature and photos to auto clubs, travel-related offices and companies, airline offices and other travel-related organizations on a on a regular basis.
18. Maintains a cohesive working relationship will all other personnel (Centre for Commerce) to ensure a unified and effective promotional effort.

**REQUIRMENTS:**

- Excellent communication skills, both written and oral.
- Creative and strong organizational skills.
- Willingness to be a part of an enthusiastic and productive team.
- Able and willing to travel frequently. Some travel will be required.
- Four-year degree preferred from an academic institution in public relations, journalism, marketing, communications, or equivalent experience.
- Excellent customer service and interpersonal communication skills.
- Strong computer proficiencies in all relevant software and web-based applications, digital and social media platforms, and photography.
- Extensive knowledge of the history of Selma and Dallas County.
- Event management and coordination experience preferred.
- Must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds.