



208 E. Bayfront Parkway • Suite 103 • Erie, PA 16507-2405

Phone: 814.454.1000

1.800.524.3743

[www.VisitErie.com](http://www.VisitErie.com)

## Marketing Coordinator

**VisitErie**, Erie County's official Destination Marketing Organization (DMO), is responsible for marketing Erie's tourism industry and promoting its economic growth. This full-time position will support the Director of Marketing and Research in executing a four-season marketing plan in accordance with VisitErie's brand, voice and strategic plan.

### Job Title

Marketing Coordinator (Full Time)

### Duties

Reporting to the Director of Marketing and Research, this position will be responsible for the following:

- Create content for VisitErie's social media channels, as well as monitoring feedback and user comments, and developing new campaign initiatives
- Coordinate photo shoots at partner attractions based on organizational needs
- Manage content edits and improvements on VisitErie.com
- Assist in the execution of a VisitErie matching funds program, following a prescribed timeline and promoting the program
- Create and promote hotel packages to incentivize travel across four seasons
- Execute special marketing and promotional initiatives as assigned
- Assist in the execution of VisitErie's annual marketing plan
- Assist in trend monitoring and best practices related to tourism marketing
- Produce reports related to travel research, web traffic, social media and marketing results

### Requirements

- Bachelor's degree or two years' relevant experience in marketing, communications or related field
- Strong writing skills, including the ability to write for a variety of audiences
- Demonstrated ability to work on multiple projects at once and meet assigned deadlines
- Proficiency in Microsoft Office Suite
- Proficiency on Meta and other social media platforms, including brand experience
- Ability to establish and maintain effective working relationships with staff, suppliers and partners
- Familiarity with a variety of software programs, with the ability to learn company CRM, CMS and other digital tools
- Ability to lift up to 50 pounds
- Ability to use personal vehicle for travel; possess a valid PA driver's license and minimum insurance requirements

### Benefits

- Full time, salaried position
- Individual health benefits (medical, dental and vision), employer covers single coverage cost.
- 401K plan (optional), employer match available
- Paid vacation and sick time

To apply, send resume, cover letter, and salary requirements to [emilyb@visiterie.com](mailto:emilyb@visiterie.com) by September 12, 2022.