

## Marketing Coordinator-Social Media Position Description

Last Updated:12.2.19

Staff: Vacant

Under close supervision and direction from the Marketing, Communications and Development Director, the Marketing Coordinator plans, implements, monitors and recommends changes to the organization's social media strategy and web content strategy. This position will assist the director to create a social media and website content calendar, including writing copy, developing graphics and using photos/videos. The position puts the plan into action and reports the Key Performance Indicators (KPI's).

The position will execute traditional and digital marketing plans, including writing copy and developing graphics. It coordinates partner co-op programs and provides graphic design services for event collateral, group sales brochures and sell sheets and creates digital ads. Uses judgement when projects necessitate outside services and oversees those relationships and budgets.

The Marketing Coordinator serves as the Extranet Partner to the state tourism office, is the first point of contact for website maintenance and updates and collaborates with outside marketing vendors as directed. Ensures all photography is cataloged and easily retrievable and makes recommendations to secure new photography or procure existing photography. Serves as staff photographer/videographer as directed.

This position maintains an office in Lake Geneva and requires some evening and weekend work.

A. Assist in development, implementation and monitoring of all aspects of the social media content strategy. (35%)

A1. Collaborate with marketing team to develop a social media content calendar. Write copy, secure photography and develop graphics that communicate the intended messages, themes, experiences and seasons. Ensure content is on brand, relevant and appealing.

A2. Define and report critical KPI's regularly.

A3. Monitor and measure campaigns and posts. Recommend corrections or extensions as necessary and respond promptly.

A4. Stay current on latest social media best practices and technologies.

A5. Monitor Search Engine Optimization (SEO) and user engagement. Suggest content optimization.

A6. Work with outside copywriters, photographers, videographers and graphic designers when necessary. Ensure submitted content is on brand, informative and appealing.

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B. Assist in development, implementation and monitoring of all aspects of the consumer website content strategy. (35%)

B1. Collaborate with marketing team to develop a website content calendar. Write copy, secure photography/videography and develop graphics that communicate the intended messages, themes, experiences and seasons. Ensure content is on brand relevant and appealing.

B2. Define and report critical KPI's regularly.

B3. Monitor and measure campaigns and posts. Recommend corrections or extensions as necessary.

B4. Stay current on latest digital best practices and technologies.

B5. Monitor SEO and user engagement and suggest content optimization.

B6. Work with outside copywriters and graphic designers when necessary. Ensure submitted content is on brand, informative and appealing.

B7. Build out landing pages, edit existing listings and update content.

C. Coordinate and administer co-op programs and create other marketing collateral pieces. (25%)

C1. Create and schedule partner web ads, e-blasts social ads/posts to meet program obligations and deliverables. Collaborate with team to ensure timelines and expectations are fulfilled.

C2. Create digital, print, brochure and other collateral pieces to meet insertion obligations and event timelines.

C3. Maintain image library to ensure brand standards in all communication. Recommend necessary assets to procure or secure. Take photos and video.

C4. Recommend use of outside services when necessary to meet obligations, complexity and timelines. Oversee deadlines and budget for project compliance.

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### D. Duties as assigned (5%)

D1. Attend meetings as directed.

D2. Assist VISIT Lake Geneva with events.

### Knowledge, Skills and Abilities

- Proficient use of social media marketing and analytic tools.
- Ability to effectively collaborate with Marketing, Partnership, Group Sales and Product Development teams
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Snap Chat and other social media best practices and platforms.
- Understands and applies SEO and web traffic metrics.
- Understands audience and visitor persona research.
- Good understanding of web and social media KPIs.
- Proficiency with web design, publishing, promotional copy writing and graphic design.
- Critical thinker and problem-solving skills.
- Team player.
- Time-management and multi-tasking skills.
- Highly proficient interpersonal and communication skills.