

A Place Where I One Day Envision Working

CVB Marketing Coordinator

GENERAL SUMMARY

Assist in the development and implementation of comprehensive communication and marketing strategies for the Mesquite Convention and Visitors Bureau, while ensuring brand integrity. Review and analyze marketing need for digital media, tradeshow, publications, special events, and for sports, meetings, SMERF and tourism markets to create and manage content in conjunction with the CVB Marketing Plan and across all CVB platforms and channels.

SUPERVISION

- Supervision is provided by the Manager of Convention and Visitors Bureau.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. All behaviors comply with the Code of Conduct and Rules of Behavior outlined in Chapter 8 of the General Government Policies and Procedures Manual.
2. Adheres to assigned work schedule as outlined in city and department attendance policies and procedures.
3. Coordinates Public Relations campaigns in support of the CVB Marketing Plan. Develops materials, writes articles and prepares story pitches in a continuing effort to obtain maximum media coverage for the City as a destination marketing asset to media for publication, coverage or digital materials. Materials include newspaper and magazine articles, advertising for trade and consumer

publications, press kits, brochures, meeting planner guide, SMERF (social, military, education, religious, fraternal) brochure materials.

4. Plans FAMs Tours for selected journalist and influencers which includes writing and updating agreements, schedules lodging for influencer, creating experiences for influencers through a partnership with hospitality partners, creating swag bags and giveaways and take photos and video for final report.
5. In conjunction with the CVB Marketing Plan, coordinates digital platforms, social media, website content and other targeted promotions to attract visitors to Mesquite. Curates images the CVB can employ in social media content and marketing efforts. Plans and coordinates social media communications and calendar as well as special communication projects and promotions.
6. Markets Mesquite and specific city venues to SMERF (social, military, educational, religious and fraternal) groups, including but not limited to Parks and Recreation facilities (rentals for weddings, parties, reunions, etc.), Historic Mesquite, Inc. facilities (historic sites/barn for weddings, parties, reunions, etc.), and Mesquite Arts Center (weddings, reunions, parties, etc.).
7. Coordinates airport marketing to target corporate air traffic contacts located outside of DFW area.
8. Writes, edits, and produces e-newsletters and weekly blog.
9. Coordinates the CVB Website. Ensures that website content is consistent with CVB's destination marketing campaigns and Marketing Plan, and refreshes content to ensure accuracy and timeliness of information and images. Creates

special webpages and business pages including writing content, finding images, editing images and video for upload. Updates event calendar with dates and relevant information. Updates blog page with news stories and weekly blog. Coordinates other administrators on website updates and troubleshoots any problems.

10. Coordinates CVB social media platforms including Twitter, Instagram, Pinterest, Google and Trip Advisor. Monitors, listens, and responds to activity on social media channels.
11. Produces short marketing pieces and videos for CVB use along with creating other forms content including but not limited to graphics, fact sheets, blogs and reports.
12. Evaluates marketing and PR efforts, using a variety of online and social media evaluation tools, as well as prepares monthly reports showing accomplishments and return on investment (ROI).
13. Responsible for developing, coordinating and publishing the CVB's calendar of events to multiple websites and publications outside of the main CVB event calendar.
14. Participates in writing press releases and editing and proofreading various reports, memos, and documents.
15. Maintains database of travel writers, editors, and related media.
16. Take photos and videos for use in marketing. Demonstrates the ability to maintain a photo file system and file system on all marketing related material

either created in- house or published by the newspaper, specialty publications or electronic media.

17. Coordinates research, planning and recommendations for annual CVB marketing and advertising budget.
18. Coordinates the use of outside vendors (i.e. photographers, copywriters, graphic designers) to develop communication materials as needed. Supplies vendors with photo, video and content needs for advertisements, marketing emails and promotion. Keeps track of all contracts. Gathers numbers and reports for a review of analytics after campaign duration. Ensures that deliverables are sent either before or by due dates.
19. Bilingual in English and Spanish preferred.