



BEULAH CVB MARKETING & ADVERTISING COORDINATOR

Job description statements are intended to describe the general nature and level of work being performed by employees assigned to this job title. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required.

GENERAL SUMMARY

Under administrative direction, this position will be the primary contact for all marketing and advertising communications for the Beulah Convention and Visitors Bureau (BCVB) including but not limited to developing communications, designing graphics and other marketing materials, and the promotion of all CVB events and activities.

This position will plan, direct, and manage CVB marketing and advertising strategies to include marketing campaigns, managing the company's social media presence, planning & organizing promotional events, own website content, and identify new advertising ideas.

SUPERVISION

Under limited direction and supervision this position reports to the Beulah CVB Board of Directors and the Board Chair.

ESSENTIAL JOB FUNCTIONS

Duties include:

Develop, design, and implement marketing plans and strategies through written, verbal, and social media communications to various groups, organizations, individuals, etc. for the purpose of attracting potential customers for conventions, corporate meetings, business and leisure travel, tournaments, tours, and events.

Collaborate with BCVB's Board of Directors in developing and managing the Marketing & Advertising Budget. This includes ensuring that Marketing and Advertising goals are aligned with BCVB's priorities and contributes to BCVB's marketing and branding strategies.

Manage the BCVB's website and social media platforms to ensure accurate written and digital content, while meeting defined website standards and guidelines.

Organize media schedule for the year and design advertisements for various print publications and digital media.

Effectively communicate with the board and board chair on a regular basis.

Graphic Design:

Design for a wide spectrum of print and electronic mediums and ensure artwork meets specifications for print and digital delivery.

Think creatively to produce innovative, accurate and high-quality work.

Coordinate the design, purchase, and dissemination of branded promotional items.

Assist with the preparation of exhibitor materials for conventions and career fairs, including maintaining / assembling booth equipment.

Design promotional materials including banners, flyers, and postcards.

Ensure artwork meets BCVB's identity guidelines.

Research new trends and technologies; implement as appropriate

Work with video production vendors to assist with the development of video graphics as needed.



Other Duties:

Provide Pfennig Wildlife Museum/ Sun Valley RV Park coverage assistance when scheduled and/or needed.

Maintain a welcoming and approachable environment and customer service to BCVB’s visitors and guests.

Provide event set-ups/tear downs and assist with technical requirements, furniture, and equipment.

LICENSES OR CERTIFICATES

Valid Driver’s License.

QUALIFICATIONS

This position requires someone who can effectively juggle a variety of diverse responsibilities, with a strong emphasis on organization and follow-up skills. It also requires an ability to collaborate in a team environment as well as work independently with minimal supervision. The following list highlights the requirements for this position:

2- or 4-year degree in Business, Marketing, Communications, or related area; or equivalent experience

2+ years of experience in communications or marketing with experience in the technology industry preferred

Proficient with computers, Microsoft Office, marketing-related software programs, traditional and digital marketing, content marketing and social media marketing.

Experience in developing promotions and incentives

Excellent writing, communication, presentation, public speaking skills

Must have experience with graphic design

Demonstrates ability to manage resources and multiple projects while meeting regulatory and program requirements

Ability to exercise independent judgment.

Must be self-motivated and collaborate with team members and maintain a professional manner with customers and in the community when representing BCVB

PHYSICAL DEMANDS AND WORKING CONDITIONS

Physical requirements include visual acuity, speech and hearing, hand and eye coordination and manual dexterity necessary to operate computer keyboard and basic office equipment. Subject to sitting and standing to perform the essential job functions. General working conditions are in an office environment or community setting. Hours may be outside of 8 AM & 5 PM

JOB TYPE: Full-Time – Non-Exempt

SALARY DOE: \$45,000.00 - \$55,000 per year

BENEFITS: This position is eligible to accrue PTO and sick leave based on full-time status. This position will also receive paid holiday pay - Other benefits are negotiable.