

Job Description

Job Title: Marketing Specialist

Objective: Grow awareness of the Fox Cities as a destination for visitors by supporting the Marketing Communications Department.

Reports to: Marketing Communications Manager

This is an hourly, non-exempt position of 40 hours per week.

Duties and Responsibilities

- Maintain and update the CVB website and related tourism sites (TravelWisconsin.com, escapetowisconsin.com) to ensure the most accurate and timely information.
- Contribute to all Department of Tourism seasonal reports (trail, Fall color, snow, etc.)
- In collaboration with the Marketing Communications Manager, research, recommend and develop content for blogs, E-newsletters and social media.
- Coordinate photography and video and other digital media assets and requests for use to ensure they are accurate and up-to-date and provided on a timely basis.
- Support the public relations effort of the CVB by ensuring media kits are updated and posted on website. Respond to request for information from PR agency. Monitor request from the Wisconsin Department of Tourism and suggest appropriate content from the area.
- Support internal staff with the creation of custom presentations to promote the organization and enhance the sales effort.
- In collaboration with the Marketing Communications Manager support the production of the annual Destination Guide by providing input on visitor information needs and requests, creating and sourcing content and images and ensuring a visitor-focused publication.
- Assist with CVB events such as annual Tourism Breakfast, Restaurant Week, etc.
- Research, identify, order and inventory promotional gift items needed by sales and marketing staff, ensuring they support brand standards.
- Monitor, track and report all relevant marketing analytics.
- Maintain a working knowledge of the Fox Cities area and industry partners, including but not limited to attractions, events, accommodations and recreation and keep current database of information on these businesses to ensure accurate visitor information exists for inclusion into all publications, website and communications.
- Support the Visitor Information needs of the CVB as required.
- Meet or exceed agreed upon objectives.
- Perform other duties as assigned.

Knowledge, Skills and Abilities Required:

- Strong knowledge of Microsoft Office Suite and Internet.
- Commitment to quality, accuracy and detail.
- Flexible and able to adjust to changing conditions and circumstances.
- Ability to work independently and as part of a team.
- Excellent customer service aptitude.
- Office procedures and familiarity with various types of office equipment.
- Courteous manners with the public.

Employment Requirements

- Minimum of High school diploma with relevant experience. Associates degree in Marketing or related field preferred.
- Able to lift a minimum of 30 pounds.
- Valid driver's license.

The Fox Cities Convention & Visitors Bureau strengthens the local economy by investing in and promoting our community.