

Oregon's Adventure Coast is calling you!



Marketing Coordinator & Administrative Assistant

Coos Bay-North Bend Visitor & Convention Bureau
Coos Bay, Oregon

APPLICATION DEADLINE = April 1, 2019

Oregon's Adventure Coast team and the Travel Southern Oregon Coast Association are looking for a talented, high-energy go-getter to be a Marketing Coordinator & Administrative Assistant to promote area tourism. Your job will be to assist the respective Executive Directors in implementing various marketing projects, communications and tourism activities connected to both organizations. The ideal candidate will be personally familiar with the geographic region identified as Oregon's Adventure Coast and possess a broad knowledge of the entire South Coast of Oregon and its attractions. You will also provide backup on behalf of Visitor Information Center programs and activities, including volunteer assistance, merchandising, open/close of the facility, and attending monthly Wine Walk events. Rate of pay is \$20.00 per hour and will entail 30-32 hours per week. Work schedule will vary – you'll be expected to coordinate and attend fun events, meetings, and other activities during many evenings and weekends each month; some traveling may also be required. This position is budgeted as two part-time positions working at one site but has the potential to become categorized as a full-time position with benefits after one year.

GENERAL QUALIFICATIONS & REQUIREMENTS

- Requires a minimum Associates Degree in Marketing, Communications, Public Relations, Journalism or related field.
- If currently a student, an internship in Marketing for at least 1 term is required.
- Two years of experience in a tourism-related business preferable, with a broad knowledge of the local geographic area as well as the entire South Coast of Oregon.
- Proficient in the use of computers and related equipment. Must also have expertise in Adobe Creative Suite; Photoshop; InDesign; and all Microsoft Office programs.
- Proficient in verbal and writing skills for marketing communications, including grammar, usage, and vocabulary.
- Skilled in managing social media channels and website content management.
- Skilled in organizing workflow and project management of multiple projects.
- Must possess valid Oregon Driver's License and have a dependable car. [DMV records will be monitored for the duration of employment.]
- Must be able to pass a pre-employment drug screen, criminal background check, and eVerify protocol.

GENERAL JOB DUTIES

[For a detailed list of job duties broken-out by organization – go to page 3 of this document.]

- Assist both Executive Directors in various marketing/operations fulfillment plans, budgeting, projects, tours, activities, tours, and communications connected to the organizations.
- Write/Design materials for internal communication using various creative software programs; write correspondence, PowerPoint presentations, and create marketing packets and maintain websites, social media, etc.
- Coordinate communication/activities with all stakeholders and partners: may include local business owners, chamber and leadership from destination marketing organizations, city and county staff, etc.
- Assists in maintaining regional, state and local profile in the travel industry through associations, committees, and marketing cooperatives including tours for media, tour operators, and organizational constituents.
- Provide backup to Visitor Information Center programs and activities, including volunteer assistance, merchandising, open/close of the facility, and attending monthly Wine Walk events.
- Perform marketing and administrative duties as assigned.

COMPENSATION / WORK SCHEDULE:

- Rate of pay is \$20.00 per hour
- Hours will be from 30-32 hours per week.
- Work schedule will vary – you'll be expected to coordinate and attend fun events, meetings, and other activities during many evenings and weekends each month; some traveling may also be required.

APPLICATION INSTRUCTIONS

DEADLINE for submission of Application Package is April 1, 2019.

- **All applications must be submitted to Cardinal Services** – an employment services firm retained by the organization for the sole purpose of managing the recruitment and candidate screening process.
- **Cardinal Services Contact Info:** Address all email communications to hire@cardinal-services.com and include in the subject line: *Marketing Coordinator for Tourism*; or call Cardinal Services at (800) 342-4742.
- **Submit Application Package:** resume, cover letter; and a list of 3 work-related references with phone contact information.
- **Application Package:** Early submission of the application package is highly encouraged—candidate application packages will be reviewed and processed as soon as they are received.
- **Initial Screening Interview:** Qualified candidates will be contacted for an initial screening interview by a Cardinal Services representative. If selected to go forward in the selection process, all candidates must be available to interview in person at the Cardinal Coos Bay office.

LIST OF JOB DUTIES BY ORGANIZATION

Work schedule and responsibilities will be split between the two organizations:

Oregon's Adventure Coast Job Duties: *20 Hours per week will be dedicated to the local destination marketing organization (DMO) and Oregon's Adventure Coast (OAC) projects. The position will support OAC administratively, including:*

- Board Meeting logistics, including preparing packets of materials, taking meeting minutes, and welcoming attendees
- Assist the Executive Director with the implementation of the OAC marketing/advertising plan, correspondence, preparing presentations, and creating marketing packets and creative assets for marketing efforts.
- Assists the Executive Director and Visitor Service Manager in the implementation of the OAC marketing and fulfillment plan.
- Assists in the managing and creation of organizational PowerPoints and relevant presentations.
- Serves as a contributing writer, photographer, and videographer for OAC website, e-newsletters, social media and blogs.
- Assists in maintaining information on Oregon's Adventure Coast web site, including event listings, business listings, trip ideas, itineraries and more.
- Assists in working with all forms of media to help garner media coverage about Oregon's Adventure Coast and everything going on that involves Oregon's Adventure Coast.
- Assist Executive Director with planning and execution of familiarization tours for media, tour operators, and OAC constituents.
- Assists in maintaining regional, state and local profile in the travel industry through associations, committees and marketing cooperatives.
- Provide backup to Visitor Information Center programs and activities, including volunteer assistance, merchandising, open/close of the facility, and attending monthly Wine Walk events.
- May be required to attend events, meetings, and other activities during evenings and weekends. May include travel to attend meetings, conferences, trade shows, and training.
- Perform other duties as assigned.

Travel Southern Oregon Coast Job Duties: *10-12 Hours per week will be dedicated to the Travel Southern Oregon Coast (TSOC) projects and the regional destination management organization (RDMO). The position will support the implementation of the TSOC operating and marketing plans, including:*

- Meeting planning, logistics, and follow up, including meeting minutes, budget documents, and presentation materials.
- Coordinating communication with TSOC stakeholders, which may include local business owners, chamber and leadership from destination marketing organizations, city and county staff, etc.
- Support coordination of activities with TSOC partners, with a focus on the Oregon Coast Visitors Association, and the Oregon South Coast Regional Tourism Network.
- Design materials for internal communication.
- Assist Executive Director in the organization of local familiarization tours for TSOC constituents.
- Assist Executive Director with logistics and organization for "Measuring Success," focus groups, 1:1 interviews with stakeholders.
- Assist the Executive Director with meeting planning and stakeholder engagement for product development, including regional water trails planning, and mountain biking trails planning.
- Maintain the Southern Oregon Coast website in coordination with the Oregon South Coast Regional Tourism Network Manager to ensure all destinations along the south coast are adequately represented on the site.
- Assist with marketing programs and plans as needed.