



Laguna Beach, California

POSITION: **MARKETING COORDINATOR**
CLASSIFICATION: Full Time
STATUS: Non-Exempt
REPORTS TO: Digital Marketing Manager

About Visit Laguna Beach

Visit Laguna Beach is a 501 (c)(6) not-for-profit destination marketing organization that promotes Laguna Beach as a premier leisure and small meeting destination. Formed in 1986, Visit Laguna Beach is celebrating 32 years of commitment to Laguna Beach and the tourism industry, with its offices located at 361 Forest Avenue, Suite 200 and the Official Visitors Center at 381 Forest Ave. The Visitors Center is open daily, Monday - Sunday from 10 a.m. to 5 p.m. For more information, visit www.visitlagunabeach.com. Get social with @VisitLaguna on Facebook, Twitter and Instagram. Be sure to use our citywide hashtag #MyLagunaBeach.

Position Overview

Assists in marketing the destination by implementing marketing initiatives; maintaining promotional materials inventory; logistics for events and trade shows; maintaining databases; preparing reports; coordinating and facilitating marketing projects. Responsibilities include developing compelling and relevant content for social media, Visit Laguna Beach managed websites, external tourism websites, blogs, e-newsletters and other digital content. This position reports to the Digital Marketing Manager, while also supporting the Partnership Sales Manager.

This job description is an overview of the responsibilities that will need to be performed by the Marketing & Sales Coordinator. In no way does it state or imply that these will be the only duties the employee will be asked to perform.

Responsibilities include:

- Provide support and assistance to Digital Marketing Manager and Partnership Sales Manager
- Implement and coordinate the day-to-day content plan for all social media outlets including Facebook, Twitter, YouTube, Instagram, and others in conjunction with the Digital Marketing Manager.
- Develop creative social campaigns, contests and content to grow followers and engagement.
- Prepare website social media statistical reports as needed using Google Analytics, Hootsuite or other reporting mechanisms.
- Implement SEO and SEM recommendations provided by web provider on monthly phone calls; review monthly traffic reports; provide ongoing recommendations to increase traffic and engagement. Developing compelling and relevant content for social media, Visit Laguna Beach managed websites, external tourism websites, splash pages and/or microsites, blogs, e-newsletters and other digital content.
- Maintain website events calendar
- Updates the Visit Laguna Beach website and related websites, including listing content through CMS.

- Maintain online photography library (CMS and CrowdRiff) and actively collect new photography for use in marketing.
- Assist Partnership Sales Manager with CRM updates.
- Assist with email marketing efforts.
- Work closely the President & CEO and the Digital Marketing Manager on other Visit Laguna Beach marketing related projects.
- Assist with President & CEO, Digital Marketing Manager and Partnership Sales Manager on enhancing partner benefits and partnership-related marketing efforts.
- Maintain a well-informed working knowledge of the attractions and services available in the area to visitors.
- Maintain expert knowledge of all aspects of partnership database
- Maintain and manage accurate data integrity in CRM
- Assist with the planning, organizing and execution of events as directed
- Manage customer relationship management program and update/approve partner profiles and edits
- Assist with writing projects as needed
- Ability to attend community and industry events to promote Visit Laguna Beach as needed
- Assist with various departmental projects
- Assist with all other duties as requested by President & CEO
- Attends webinars and reports to the Digital Marketing Manager on new information and/or vendors for consideration.
- Stay apprised on what's new and trending in the industry.
- Maintain Visit Laguna Beach app-
- Assist with development and implementation of marketing strategies.
- Manage reciprocal website links with community partners.
- Prepares and distributes Weekly Entertainment Guide to Orange County concierge and posts to VLB website.
- Work within the community with the development of specific projects to benefit the tourism market with the Laguna Beach Arts Alliance.
- Coordinates with team on production of Visit Laguna Beach Visitors Guide, Dining Guide, Map and other visitor-focused collateral; assists with in-house productions as necessary.
- Prepare media kits for journalists and FAM tours; assist in itinerary development and confirmations; and delivery of media kits; prepare sales kits as needed for Partnership Manager.
- Along with Office Manager, serves as back-up for Concierge phones, breaks, lunch relief, vacation and sick coverage in cooperation with Office Manager. Provides information by answering questions and requests for both partners and visitors.
- Contests/giveaways coordination assistance.
- Respond to TripAdvisor inquiries.
- Respond to meeting RFP's.
- Assist all staff with proofreading of collateral and documents as requested.
- Maintain accurate accounting of Visitors Guide inquiries and VLB publication distribution.
- Reviews local news reports and Google alerts to stay aware of current events in town, as well as walking through the city daily to keep up to date on current restaurant/store openings/closures.
- Maintains a well-informed working knowledge of the attractions and services available in the area for visitors.

Skills Needed:

- Minimum 1-3 years of experience in communications, marketing, social media or public relations.
- Marketing, Public Relations and/or Communications degree preferred, but not required.
- Excellent writing skills, including a strong command of grammar, usage and vocabulary.
- Video and/or photo editing experience a plus.

- Photography experience a plus.
- Must have an outgoing, enthusiastic and approachable demeanor.
- Extensive knowledge of Laguna Beach and surrounding area including attractions, things to do, restaurant, hotels and other tourism related assets.
- Advanced user knowledge of the following software, sufficient for performing direct tasks as well as training others to use: CRM System (Customer Relationship Management)/Web-based database programs, Microsoft Office applications and Internet/Email.
- Knowledge in HTML and website CMS systems a plus. Understanding of SEO best practices helpful.
- Experience with and understanding of social media outlets and marketing tactics (i.e. Facebook, Twitter, Instagram).
- Ability to think and write creatively and work in a fast-paced environment
- Compile and maintain complex records, prepare reports and other work product accurately.
- Analyze situations/priorities carefully and adopt appropriate and effective courses of action.
- Well-organized, self-motivated and proactive
- Ability to work independently with little supervision.
- Ability to interface with staff to build consensus, achieve goals, and leverage resources
- Ability to prioritize and handle simultaneous projects with multiple vendors.
- Ability to maintain confidentiality, as well as to exercise sound judgment and discretion in the performance of job duties, and to represent the VLB in a positive, enthusiastic and professional manner.
- Ability to meet deadlines and stay at/under budget
- Must have a California Driver's License, and auto insurance.
- Must have use of vehicle for use while on VLB business.

Physical/Sensory/Cognitive Requirements to Perform Essential Job Functions:

- Ability to sit at desk for 6-8 hours per day, if required.
- Ability to operate computer key board and view computer screen for 7-8 hours per day, if required.
- Ability to set up and tear down tradeshow booths, equipment and marketing materials.
- Must be able to hear and converse via telephone and in person.
- Must be able to bend and stretch to reach file drawers.
- May be required to lift boxes and small equipment up to 50 pounds in weight.

NOTE: *The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them. Please note that VLB reserves the right to modify this description as necessary. VLB is an equal opportunity employer.*

Salary/Benefits:

Full-time, 40 hours per week, non-exempt position. Competitive benefits.

To Apply:

Interested and qualified applicants are invited to apply by sending a cover letter and resume to: ashley@visitlagunabeach.com.

Include *Marketing Coordinator* in the subject line of your email.

The position is open until filled.

No walk-ins, phone calls or recruiters, please.