



Position: Marketing & Events Coordinator

DMO: Visit Tri-Valley, Pleasanton, California

Visit Tri-Valley is looking for a dynamic, personable, team-player to join our team as **Marketing & Events Coordinator**. Please review the following job description, and let us know by **Friday, January 10, 2020**, if this sounds like you.

1. JOB SUMMARY

The Marketing & Events Coordinator is responsible for maintaining Visit Tri-Valley's image library, creating newsletters and increasing consumer subscriptions, organizing events, offering digital marketing assistance, and supporting the programs and activities of the marketing team.

2. ESSENTIAL FUNCTIONS

- Maintain and update website calendar of events.
- Edit website as directed including recycling and/or re-writing six stories per year.
- Maintain accessible library of all marketing collateral.
- Maintain and update vendor and partner databases.
- Implement direct mail programs.
- Write and distribute three e-newsletters: Monthly CEO bulletin, monthly newsletter and weekly weekend events.
- Assist with development and execution of all marketing events such as annual lunch, bi-annual marketing mixers, wine and beer festivals, CEO and Director of Marketing's speaking engagements, media and familiarization tours, etc.
- Manage the "I Am Tri-Valley" ambassador program.
- Assist director of marketing as needed.

3. MARGINAL FUNCTIONS

- Provide excellent customer service to visitors and partners.
- Attend events as needed.
- Assist in the distribution of Tri-Valley collateral including visitor guide, brochures and rack cards to appropriate businesses and individuals.
- Manage college interns as needed.
- Other duties as assigned.

4. QUALIFICATIONS

- Minimum two years' experience in a sales and/or marketing environment and college degree.
- Excellent computer skills and proficient in Mac operating systems and related programs (Microsoft Word, Excel, PowerPoint, etc.).
- Must have experience with CRM programs and direct mail programs.
- Must have sales, hospitality, marketing, communications and/or event planning experience.
- Engaged and knowledgeable user of social media (Facebook, Twitter, Instagram, LinkedIn, etc.) and web-savvy.
- Must have excellent knowledge of the Tri-Valley region and be able to answer questions regarding website and collateral-based inquiries within first 30 days without supervision.
- Good analytical and interpersonal skills, high attention to detail, accurate documentation and follow through.
- Strong written and verbal communication skills.
- Professional manner/appearance.

5. PHYSICAL DEMANDS/WORK ENVIRONMENT

- Ability to travel as needed; must have reliable transportation with adequate insurance.
- Must be available to work occasional nights and weekends.
- Must be able to lift 25 lbs.

6. COMPENSATION

A competitive salary and benefits package commensurate with experience will be offered.

To apply for Marketing & Events Coordinator position:

Please write a brief reply to each of the three questions below and submit with your resume and cover letter by **January 10, 2020**, to jobs@visitrivalley.com.

- In 150 words or less, describe your favorite thing about the Tri-Valley.
- Describe your background in the tourism and hospitality industry or related field.
- What kind of company culture is the best fit for you?