



POSITION/JOB TITLE:	Marketing & Event Coordinator, Explore Lincoln City
ORGANIZATION:	City of Lincoln City, Oregon
FLSA STATUS:	Non-Exempt, Grade 7
UNION:	AFSME
UPDATED:	July 2019

PURPOSE OF POSITION: Support Explore Lincoln City marketing team by developing and distributing original creative assets and promotional programs which clearly and succinctly position Lincoln City as a unique visitor destination that delivers pleasant surprises, both big and small. Convince our guests that Lincoln City is the seven and a half mile long beach town that delivers the unexpected. Champion the Lincoln City experience through storytelling across all marketing channels including digital, social and earned media activities. This position will also coordinate preparation, implementation, execution and evaluation of Explore Lincoln City owned events, plus facilitate support of partner run events.

ESSENTIAL DUTIES AND RESPONSIBILITIES: include the following as a primary assistant to and at the direction of the Explore Lincoln City Marketing Manager.

Prove the brand promise of Lincoln City (the unexpected) to be true by developing, executing and publishing original consumer and industry content. Be the person who finds the essence of Lincoln City documents it and presents it to potential guests via a variety of marketing channels.

Coordinate with internal staff and contracted vendors as required.

Implement initiatives to strategically drive traffic, engagement, leads, and awareness that increase and maintain visitation to Lincoln City.

Be a key contributor in the areas of writing, editing and proofreading.

Research, identify and collaborate with external content contributors.

Produce, edit, and source original photo and video assets suitable for use in all owned media such as, websites, social media channels and newsletters.

Provide graphic design support for Explore Lincoln City creative assets including, but not limited to, print collateral, paid advertising, digital promotion, and sponsored content placements.

Assist with ongoing website maintenance and development, fully utilizing the capabilities of the Explore Lincoln City website.

Publish content to Explore Lincoln City websites in a manner that creates a brand voice consistent with other Lincoln City marketing efforts.

Create and distribute reoccurring electronic consumer and industry newsletters. Contribute content and written copy for print collateral and paid sponsored placements.

Coordinate a team of ELC staff members to promote and execute Lincoln City-owned events.

Manage administration, logistics and contracted services related to the execution of Explore Lincoln City's annual events, which currently include the Summer and Fall Kite Festivals, Independence Day on Siletz Bay and Glass Ball.

Work with the Culinary Center Manager to develop and run restaurant week-style Culinary Center events such as Mac & Seas.

Work with appropriate ELC staff members to identify, collect and review key metrics in order to identify ways to improve attendance and efficiency; conduct post event evaluations and debriefs, and maintain all necessary records for each event.

Work with the Executive Assistant to the Director to oversee event budgets and provide accountability for annual event investments.

Cultivate positive long-term relationships with event stakeholders and vendors.

Staff Explore Lincoln City events as needed, including Summer and Fall Kite Festivals, 4th of July, the Glass Ball, and any new events.

Propose new ideas and best practices for event-related matters and brainstorm and research new programs and initiatives. Collaborate with colleagues to identify and implement ways to make event operations more streamlined and efficient.

Provide marketing and promotional support for major community partner run events:

Attend pre- and post-event meetings, ensuring that partners are able to utilize the marketing resources of Explore Lincoln City.

Develop relationships with event professionals who can assist in the development of desirable events in Lincoln City.

Assist with coordination of Explore Lincoln City Explorience how-to clinics:

Work with other Explore Lincoln City staff members and contracted guides to facilitate hands-on experiential programs for visitors.

Participate in and coordinate logistics for Explore Lincoln City sponsored group tour activities, including, but not limited to, step-on tours, itinerary assistance and promoting local group facilities.

Work collaboratively with internal marketing staff on overall efforts to promote Explore Lincoln City.

Drive City-owned vehicles.

Other duties as assigned.

AUXILIARY JOB FUNCTIONS: Provide assistance to other staff as workload and staffing levels dictate. Must react to change productively and handle other essential tasks as assigned. Maintain work areas in a clean and orderly manner.

JOB QUALIFICATION REQUIREMENTS:

MANDATORY REQUIREMENTS: High School education, or equivalent, supplemented by two years of college in communications, journalism, marketing, tourism or a related field, or two years of relevant work experience. Proficient with content distribution channels including online and social media. Strong verbal, written and visual communication skills, including copywriting, storytelling, editing, proofreading, and photo/video production. Working knowledge of social media platforms such as Facebook, Twitter, Instagram and YouTube. Working knowledge of web-based content management systems such as WordPress or Craft and Search Engine Optimization (SEO) best practices. Successful candidate must be a detail orientated, creative self-starter with a strong ability to consider a wide and diverse audience. Must be capable of working independently exercising sound judgement, discretion and initiative while utilizing tact and courtesy in frequent contact with business and industry representatives, government officials, members of the media and the public. Excellent organizational, time management, and customer service skills are essential. Intermediate experience with word processing, spreadsheet and database software. Flexible working hours including some nights and weekends.

SPECIAL REQUIREMENTS/LICENSES: Oregon Driver's License with good driving history.

DESIRED SKILLS & EXPERIENCE: Four-year college degree in communications, journalism, marketing, tourism or another related field. Experience working for a destination marketing organization, hospitality, or other tourism entity. Knowledge of the Lincoln City community. Thorough knowledge of marketing trends as related to the travel industry. Experience with Macintosh systems and Adobe software suite. Advanced photo/video skills.

PHYSICAL DEMANDS OF POSITION: While performing the duties of this position, the employee is frequently required to sit, stand, communicate, reach and manipulate objects, tools or controls. The position requires mobility and visual acuity, including the ability to view a computer screen. The employee is occasionally required to bend, climb up 20 feet, squat and kneel as well as stand for long periods. Duties involve moving materials weighing up to 10 pounds on a regular basis and occasionally requires moving materials weighing up to 40 pounds. Manual dexterity and coordination are required over 50% of the work period while operating standard office equipment such as computer keyboard and telephone as well as performing other marketing related duties.

WORKING CONDITIONS: Professional office working conditions. The noise level is typical of most office environments with telephones, personal interruptions and background noises. Work is also subject to public scrutiny and comment, which must be managed professionally and graciously. Ability to travel on occasion.

SUPERVISORY RESPONSIBILITIES: There are no supervisory responsibilities of this position.

SUPERVISION RECEIVED: Works under the general supervision of the Explore Lincoln City Marketing Manager.

TO APPLY:

Interested candidates must apply at: <https://secure3.entertimeonline.com/ta/6119466.careers?CareersSearch>

CLOSE DATE:

August 16, 2019