



Visitor & Convention Bureau

Wisconsin Dells Visitor & Convention Bureau Job Description

Job Title: Marketing Coordinator
Department: Marketing & Communication
Reports To: Director of Marketing & Communications
FLSA Status: Non-Exempt
Prepared By: Sarah Hudzinski
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Approved By: Romy A. Snyder
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Summary Assists the Director of Marketing & Communications and Marketing & Communications Manager by performing a range of administrative and marketing support duties related to the daily operations of the marketing and communications department. Coordinates various integrated marketing and communications projects and processes, interacts with all teams and departments to ensure that the collateral and other communications reflect the Wisconsin Dells brand accurately by performing the following duties.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Assists in the execution of advertising and promotion activities including print, online, electronic media and direct mail.
- Assists in the maintenance of solicitations and collateral, brochures and many other materials related to marketing.
- Maintains open lines of communication with all organizations and provides prompt answers to requests.
- Attends company sponsored promotions and events as assigned.
- Serves as a liaison with outside agencies and members on ongoing promotional campaigns.
- Assists with creation and proofing of solicitations, programs, guides, brochures. Oversees projects from the beginning to the end.
- Assist with media and VIP media pass requests and issuance.
- Assists in proof-reading all collateral.
- Assists in the coordination and production of annual Vacation Guide.
- Ensures all meeting rooms are stocked with collateral.
- Updates and distributes appropriately all collateral and program details relative to the marketing and communications department.
- Coordinates and executes DARE card program.
- Assists in organizing Bureau photo/film shoots, as well as Co-op shoot throughout the year.
- Manages the donation request program.
- Assists with ticket trade outs programs and requests.
- Assists with the coordination of Fox Sports weekend.
- Coordinates ticket packages to Auctions.
- Assists with LAMAR Co-op billboard programs.
- Coordinates a marketing overview packet for Visitor Service Representatives for reference.
- Works with Member Liaison to educate new members about the different Marketing programs the bureau offers.
- Coordinates details for Vacation Guide primer & postcard to educate our members about the upcoming Vacation Guide.
- Manages ticket packages for contest done throughout the year.
- Coordinates details for New Teacher Orientation.
- Assist with coordination for email blast for Deals of the Week

Supervisory Responsibilities

This job has no supervisory responsibilities.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

Interpersonal Skills - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively.

Teamwork - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests.

Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values.

Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Develops realistic action plans.

Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

Quantity - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.

Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Completes tasks on time or notifies appropriate person with an alternate plan.

Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas.

Cooperation - Establishes and maintains effective relations; Exhibits tact and consideration; Displays positive outlook and pleasant manner; Offers assistance and support to co-workers; Works cooperatively in group situations; Works actively to resolve conflicts.

Use of Technology - Demonstrates required skills; Adapts to new technologies; Troubleshoots technological problems; Uses technology to increase productivity; Keeps technical skills up to date.

Job Knowledge - Competent in required job skills and knowledge; Exhibits ability to learn and apply new skills; Keeps abreast of current developments; Requires minimal supervision; Displays understanding of how job relates to others; Uses resources effectively.

Qualifications To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Associate's degree (A. A.) or equivalent from two-year college or technical school; or two plus years of related experience and/or training; or equivalent combination of education and experience. Ability to effectively manage multiple projects and competing priorities.

The ideal candidate will have hospitality experience and/or background, demonstrated skills to handle a variety of assignments simultaneously, good grammar and excellent proof reading skills, plus can work under deadline pressure if needed on assignments.

Language Skills

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Mathematical Skills

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Reasoning Ability

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Computer Skills

To perform this job successfully, an individual should have knowledge of Microsoft Office Suite.

Certificates, Licenses, Registrations – None required.

Other Skills and Abilities

Other Qualifications

Physical Demands The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to walk and sit.

Work Environment The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet.