



Wisconsin Dells Visitor & Convention Bureau Job Description

Job Title: Marketing Coordinator
Department: Marketing & Communications Department
Reports To: VP of Marketing & Communications
FLSA Status: Non-Exempt
Last Updated By: Heidi Aalto
Last Updated Date: 4/20/2026
Consultant Review Date: 7/31/2015

SUMMARY

The Marketing Coordinator, under the direction of the VP of Marketing & Communications provides support to the Marketing & Communications Department to implement various strategies and programs to ultimately create growth in the economic impact of tourism for the Wisconsin Dells area. This position coordinates a variety of projects and processes while interacting with partners, vendors, and all departments to ensure deadlines and overall goals are being met. This position is highly dynamic, requiring exceptional organizational skills and the ability to move between projects fluidly and frequently. Managing projects through group-access spreadsheets, coordinating deadlines throughout the department, and detailed proofing of documents in multiple mediums are ongoing responsibilities for the Marketing Coordinator.

This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

ESSENTIAL DUTIES AND RESPONSIBILITIES

In addition to the tasks summarized below, other duties may be assigned.

Marketing & Communications (est. 95%)

- MKTCO01 — Act as first point of contact for the department by thoroughly fielding incoming calls/email requests and connecting them to the appropriate contact.
- MKTCO02 — Log ongoing partner communications and Marketing program participation on the organization's intranet.
- MKTCO03 — Monitor and maintain timeline of all marketing program/promotion solicitations and communicate regularly with Partnership Department to ensure timely distribution and data collection.
- MKTCO04 — Coordinate all aspects of specific marketing programs, including but not limited to D.A.R.E. card program, ticket trade-outs, ticket donations, Co-op photography program, charity donation drive, zip code data collecting, and others as developed and directed by the VP of Marketing & Communications.
- MKTCO05 — Coordinate and monitor internal production timelines of the annual *Vacation Guide*; including quick listings, solicitations, and advertisements; and distribute all communications to tourism partners and staff.
- MKTCO06 — Maintain and implement internal project management system by managing all incoming and future projects, assigning tasks, and dispersing to appropriate employees.

- MKTCO07 — Maintain the Marketing & Communications Department annual project timeline – monitor the progress of projects and communicate to inter-departmental staff to ensure successful, on-time completion.
- MKTCO08 — Educate and/or assist tourism partners in all Bureau marketing program/promotional opportunities.
- MKTCO09 — Assist in the execution of advertising and promotional strategies including print, online, electronic media, and direct mail.
- MKTCO10 — Maintain collateral, brochures, and other materials related to marketing and communications for both Wisconsin Dells Visitor & Convention Bureau, Inc. and Wisconsin Dells Festivals, Inc.
- MKTCO11 — Request and receive vendor quotes and place orders for collateral needed throughout the year under the direction of the VP of Marketing & Communications.
- MKTCO12 — Maintain detailed inventory of Marketing promotional items.
- MKTCO13 — Maintain open lines of communication with all statewide hospitality organizations, partner businesses, and agencies regarding ongoing promotional campaigns, and provide prompt answers to requests.
- MKTCO14 — Assist in proof-reading all collateral, press materials, and annual Vacation Guide.
- MKTCO15 — Coordinate and assist with photo and film shoots throughout the year by scheduling, creating style sheets, and assisting at shoot locations.
- MKTCO16 — Coordinate and assist with sports partnership productions, including but not limited to logistics, photo and film shoots, staff coordination, and securing room blocks.
- MKTCO17 — Assist in maintaining Bureau photo, film, and media archives.
- MKTCO18 — Assist in the execution of internal and external research programs.
- MKTCO19 — Actively look for ways to improve current marketing programs by identifying marketing trends and delivering well-vetted ideas to the VP of Marketing & Communications.
- MKTCO20 — Manage prize packages for contests conducted throughout the year.
- MKTCO21 — Coordinate and assist with influencer, media VIP tours, familiarization tours, and film and photography programs with itineraries, coordination of staff, gift baskets, accommodations, and other details as needed.
- MKTCO22 — Maintain Wisconsin Dells related content on TravelWisconsin.com, including partner listings , festivals and events, and seasonal reporting databases.
- MKTCO23 — Coordinate and proof content for the monthly e-newsletter by collaborating with copywriting and search optimization teams to develop relevant, target audience-focused topics.
- MKTCO24 — Coordinate and assist with the execution of the Bureau’s social media content shoots.
- MKTCO25 — Log social media, blog, and other relevant partner mentions on Bureau’s intranet.

Other (est. 5%)

- OTHER01 — Responsible for keeping an accurate timeline of Festivals & Events marketing projects that are executed through the Marketing & Communications Department.
- OTHER02 — Attend partner-related events and actively participate in WDVCB, Wisconsin Dells Festivals and other related company sponsored events as requested.
- OTHER03 — Coordinate with marketing staff and hiring supervisors to complete onboarding items, including taking new hire profile picture and completing new hire bio for Partner Newsletter inclusion.

Supervisory Responsibilities (est. 0%)

- SPRVS01 — This position has no supervisory responsibilities.

ORGANIZATIONAL COMPETENCIES

To perform the job successfully, the individual should demonstrate the following competencies. It is expected that WDVCB employees are:

Dependable

- *Diligent* — Complete all tasks of a job in a timely and accurate fashion. Do what they say they will do with no excuses. Do not need reminders. Work to completion regardless of hours necessary.
- *Ethical* — Perform all work with the highest level of integrity, inspire trust. Do the right thing, especially when no one is looking. Maintain confidentiality.
- *Plan Well* — Plan and prioritize appropriately. Plan for needed resources. Complete all coaching plan actions.
- *Efficient* — Use both time and resources without waste.
- *Attendance* — Plan absences in advance and with notice.
- *Punctual* — Is on time for work, meetings, and appointments.
- *Play by the Rules* — Follow the rules, policies, and guidelines of the WDVCB.

Respectful

- *Adaptable* — Adapt to change easily and with little resistance.
- *Communication* — Communicate clearly, genuinely, and in the most efficient manner.
- *Coworker Champion* — Compliment the achievement of others and recognize and celebrate extra effort.
- *Open* — Listen to others' opinions and ideas and respectfully disagree when theirs differ.
- *Team Player* — Offer assistance wherever and whenever needed and show gratitude for assistance.
- *Courteous* — Is courteous and professional to all visitors and coworkers, don't prejudge and never speak negatively about them.
- *Time Management* — Is mindful of others' workloads and schedules.

Positive

- *Work Face* — Professional in all communication and "check life at the door." Exhibit genuine enthusiasm and enjoy their work.
- *Problem Solving* — Look for solutions and offer suggestions instead of complaining.
- *Upbeat* — Look for the good in everything. Their energy brings others around them up. Avoid dramatic and negative people.
- *Leadership* — Portray traits and behaviors that others want to emulate.
- *Walk the Talk* — Consistently display positive, "glass half full" attitude. Doesn't just say "I'm positive!"

Coachable

- *Growth* — Want to improve, know they have more to learn and room to grow.
- *Team Player* — Appreciate others' opinions and want to learn from them.
- *Reflect* — Look in the mirror – reflect on thoughts and actions as contributing factors and not that of others.
- *Change* — Apply coaching and feedback to prevent issue/error reoccurrence.
- *Acceptance* — Accept and learn from constructive criticism.

JOB SPECIFIC COMPETENCIES

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

Achievement — Set high goals and work diligently to achieve them. Push oneself to reach milestones.

Adaptability — Adapt to changes in the work environment; manage competing demands; change 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; ensure work responsibilities are covered when absent; arrive at meetings and appointments on time.

Cooperation – Establish and maintain effective relations; exhibit tact and consideration; display positive outlook and pleasant manner; offer assistance and support to co-workers; work cooperatively in group situations; work actively to resolve conflicts.

Dependability – Follow instructions; respond to management direction; take responsibility for own actions; keep commitments; commit to long hours of work when necessary to reach goals; complete tasks on time or notifies appropriate person with an alternate plan.

Organizational Support – Follow policies and procedures; complete administrative tasks correctly and on time; support organization's goals and values.

Planning/Organizing – Prioritize and plan work activities; use time efficiently; plan for additional resources; set goals and objectives; organize or schedule other people and their tasks; develop realistic action plans.

Professionalism – Approach others in a tactful manner; react well under pressure; treat others with respect and consideration regardless of their status or position; accept responsibility for own actions; follow through on commitments.

Project Management – Develop project plans; coordinate projects; communicate changes and progress; complete projects on time and budget; manage project team activities.

Quality – Demonstrate accuracy and thoroughness; look for ways to improve and promote quality; apply feedback to improve performance; monitor one's own work to ensure quality.

Team Player – Ability to work with others toward a shared goal, participate actively, share responsibility and rewards, and contribute to the capability of the team.

Written Communication – Write clearly and informatively; edit work for spelling and grammar; vary writing style to meet needs; present numerical data effectively.

QUALIFICATIONS

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

Required Skills

- Demonstrate excellent written and verbal communications skills.
- Superior attention to detail and strong organizational and time management skills.
- Documented experience with project management software a plus.
- Ability to develop strong interpersonal relationships among all cross-functional groups.
- Ability to build relationships with tourism partners.
- Must display a high degree of professionalism, tact, and diplomacy.
- Must be a self-starter and able to independently move projects forward, prioritize tasks, and meet deadlines.
- Exhibit strong communication skills, including the ability to assist in holding other team members to deadlines.
- Must be highly proficient and efficient in MS-Office (Word, Excel, PowerPoint, and Outlook).
- Basic working knowledge of traditional marketing strategies.
- Experience in accurate data entry and creating spreadsheets.
- Strong teamwork and collaboration skills to work with multiple areas.

EDUCATION AND/OR EXPERIENCE

Minimum of an Associate Degree and four 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, excellent grammar and proof-reading skills, and work under deadline pressure.

Certificates, Licenses, Registrations

- Current driver's license and clean driving record required.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by the 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 regularly required to sit, use hands to type, handle, or feel, talk, and hear.
- The employee is occasionally required to stand and walk.
- The employee must occasionally lift and/or move up to 50 pounds.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those the 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 to moderate.
- While performing the duties of this job, the employee is occasionally exposed to outside weather conditions.
- Ability to work occasional evenings and weekends is required.