

Bloomington Convention & Visitors Bureau Job Description

Position:	Digital Marketing Coordinator
Direct Report:	Director of Digital Marketing
Status:	Full-Time
Date:	July 2023

Qualified candidates should send cover letter and resume to jmorin@bloomingtonmn.org.

The Bloomington Convention & Visitors Bureau is the official destination marketing organization for the city of Bloomington and markets Bloomington, Mall of America, and attractions to visitors around the world. Bloomington is located adjacent to Minneapolis, Saint Paul, and MSP International Airport, is the home of Mall of America, and is a premier entertainment and shopping destination for leisure travelers, meetings, and conventions.

The Digital Marketing Coordinator will manage social media platforms by providing content direction, creation, and implementation. This person will also contribute to the marketing team by providing website content support. We are searching for a team player who thrives in a fast-paced work environment and is passionate about travel.

REQUIRED SKILLS & QUALIFICATIONS

- Excellent verbal and written communication skills
- Proficient knowledge of primary social media channels
- Knowledge of social analytics and KPIs
- Knowledge of Adobe Creative Suite (Photoshop, Premiere Pro)
- Proofreading and attention to detail very important
- Ability to think creatively
- Proficient in Microsoft Office (Word, Excel, Outlook, PowerPoint)
- Basic knowledge of a website content management system (WordPress preferred)
- Minimum 1-2 years of experience in digital marketing or social media management
- BA degree in Public Relations, Communications, Journalism or similar

RESPONSIBILITIES

Social Media, Content Creation and Implementation

- Collaborate on strategy and content as it relates to BCVB brand social media activities
- B2C social media
 - Manage and monitor social media engagement
 - Create compelling social media content
 - Create paid social media ads
 - Maintain content calendar for social media
 - Utilize appropriate platforms for social media performance tracking
 - Capture and edit video for social posts
 - Set and achieve channel growth goals

- B2B social media
 - Train B2B individuals on how to maximize LinkedIn accounts
 - Test LinkedIn marketing tools (InMail, Lead Gen)
 - Build lead gen campaigns for group marketing promotions
 - Create social posts for pre- and post-group conferences
 - Set and achieve channel growth goals
- Manage Mall of America partnership social activations
- Utilize user-generated content (UGC) platform to request usage rights and update website galleries

Website Content Management

- Create landing pages as needed
- Format and size image assets to be uploaded into the CMS
- Maintain event calendar
- Edit webpage content to maintain relevance and accuracy
- Assist with seasonal campaign prize notifications and distributions

Note: Travel and attendance at industry functions may be necessary on weekends and evenings. Due to the nature of our business, every position at the B2B requires flexibility and at times assistance that supersedes the job description. Specific policies regarding travel policies and compensation time are defined in the employee manual.

COMPENSATION

The successful candidate will receive a competitive compensation and benefits package based on his or her qualifications and experience. The Bloomington CVB offers medical/dental/vision insurance, life insurance, 401K, paid time off, summer hours and a host of other progressive benefits.

The Bloomington Convention and Visitors Bureau is an equal-opportunity employer and makes employment decisions on the basis of merit. Policy prohibits unlawful discrimination based on race, color, religious creed, sex, gender identity, marital or veteran status, age, national origin, ancestry, citizenship, physical or mental disability, medical condition, genetic information or characteristics (or those of a family member), sexual orientation, pregnancy, or any other consideration made unlawful by federal, state, or local laws.