

Bloomington Convention & Visitors Bureau Job Description

| | |
|--------------------|---|
| Position: | Social Media & Digital Marketing Coordinator |
| Direct Report: | Director of Digital Marketing |
| Department Report: | Vice President of Marketing |
| Status: | Full-Time |
| Date: | April 2019 |

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

The Bloomington Convention & Visitors Bureau is the official 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 home of Mall of America, and is a premier entertainment and shopping destination for leisure travelers, meetings and conventions.

The Social Media & Digital Marketing Coordinator will be responsible for implementing social media strategies, creating and curating compelling content, monitoring conversations, and participating in those conversations to build destination awareness and advocacy. Social media communication does involve monitoring channels some evenings and weekends and responding to community members outside of work hours.

DESIRED SKILLS & QUALIFICATIONS

- Excellent verbal and written communication skills
- Proofreading and attention to detail very important
- Experience managing social media communities; knowledge of digital marketing terminology and digital communication tactics
- Experience in Microsoft Office (Word, Excel, Outlook, PowerPoint)
- Knowledge of Adobe Creative Suite (especially Photoshop) a plus
- Knowledge of video creation and editing a plus (Apple iMovie, Adobe Premiere or similar)
- BA degree in Marketing, Communications, Journalism or similar

RESPONSIBILITIES

- Primary management of social media monitoring and engagement
- Strengthen destination awareness and increase engagement by producing creative and compelling content
- Manage our company image in a cohesive way to achieve our marketing goals
- Utilize data to track, forecast, analyze, create content and report social growth
- Attend special events as needed to take pictures or video for social posts
- Curate live social media galleries on website with timely images
- Monitor influencer posts and identify influencers, bloggers and/or photographers to partner with on special projects
- Collaborate with marketing & sales team members to deliver consistent brand, content, and promotional messaging across all channels

- Monitor digital and social media trends, new technologies and competitive presence in order to contribute to campaign evolution and future campaign strategies

The BCVB marketing team provides the organization with a fully integrated marketing plan, which requires coordination and understanding of our initiatives by all team members. As such, this person will be asked to help implement and gain knowledge of additional platforms to assist with our digital marketing efforts.

OTHER RESPONSIBILITIES

- Learn Salesforce email platform to provide back-up for eCRM
- Assist Director of Digital Marketing with special content maintenance projects
 - Perform content update projects (i.e. reviewing hotel detail pages for accuracy and updates, working with sales team to execute communication strategies)
 - Learn website content management system to help with content projects
- Assist Director of Digital Marketing with logistics and execution of seasonal campaigns
- Provide support to Director of Digital Marketing as directed; help compile content updates for website
- Assist with gathering monthly content from sponsors for the InBloom newsletter
- Assist the VP of Sales and VP of Marketing with the marketing of our [Great Northern Golf Trail](#) product
 - Support the development of content on www.minnesotagolftrips.com
 - Provide assistance with marketing requests from GNGT tour operator
 - Assist with the GNGT marketing strategies
- Review, identify opportunities and update content needs on www.iagto.com per our membership benefits
- Assist marketing team with preparing for the [Bloomington CVB Foundation Golf Tournament](#)
 - Manage foundation online auction for the golf tournament
 - Assist VP of Partnerships with special requests throughout the preparation process

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 BCVB 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.