



Tourism & Marketing Coordinator Job Description

Purpose: The Tourism & Marketing Coordinator is responsible for promoting Madison County by creating, administering, & distributing images and stories through print & digital means. Also responsible for implementation of strategies, projects, and events that promote and strengthen the local community and economy as directed by the Madison County Chamber of Commerce Executive Director.

Accountability: Accountable directly to the Madison County Chamber of Commerce Executive Director and the Board of Directors.

Responsibilities:

- Serve as contact person for all motor-coach and personal tours by responding to tourism inquiries via phone, web-site contacts, and email messages in a timely manner. Works with area tourism operators such as John Wayne Birthplace and Madison County Historical Society to foster co-operation and cross promotion including itinerary and package development.
- Network with surrounding communities and other regions as well as tourism partners such as Trip Advisor, Travel Iowa, and Virtual Tourist.com to generate day-trip or weekend-trip opportunities.
- Develop and manage a database of tourism prospects. Follows up with all clients and partners and records challenges, successes, and recommendations.
- Creates and formats the layout of a quarterly tourism newsletter for tourism and events. Creates and distributes printed updates, bulletins, letters, notices, posters, and promotional material.
- Creates and distributes media kits and press releases.
- Assists with website development and content management.
- Maintains the Madison County Tourism Facebook and Twitter accounts.
- Recruit, train and schedule tour guides.
- Maintains accurate and detailed records including invoicing and payment receipts for Madison County Tourism.

- Maintain relationship with Group Travel Associations such as Central Iowa Tourism Region (CITR) and Iowa Group Travel Association (IGTA)
- Represent Madison County at approved conferences and promotional opportunities such as Central Iowa Tourism Region (CITR) and Travel Iowa Marketplace.
- Creates, maintains, & implements an annual content calendar for online marketing and promotion.
- Provide support for Chamber programming as assigned by the Executive Director.
- All other duties as assigned.

Knowledge, Skills and Abilities:

- Thorough knowledge of methods, approaches, and procedures involved in tourism and destination marketing and promotion
- Thorough knowledge of advertising and tourism marketing techniques, practices, and methods
- Thorough knowledge of communications techniques and media outreach
- Ability to create promotional materials using computer software
- Ability to express ideas clearly and effectively both orally and in writing
- Ability to establish and maintain effective working relationships
- Experience working with web content management
- Works well independently as well as a strong team player
- Shows initiative and demonstrates leadership
- Ability to work on multiple tasks and meet deadlines

Relationships:

- Tour Planners
- Visitors
- Chamber Executive Director
- Chamber Board of Directors
- Chamber Visitors Center Staff and Finance Coordinator
- Chamber Members

Evaluation:

Performance reviews will be conducted in accordance to the policies in the Manual of Operations.

Average Hours: 20 hour/week

Remuneration:

- Hourly, Part-time, non-exempt