

Job Title	Social Media and Digital Marketing Coordinator	
Job Category	Marketing Department	
Reports To	Director of Marketing	
Summary	Responsible for developing and implementing social media and digital marketing programs to attract visitors to Fort Wayne, as part of a marketing team. Will also aid in local community PR efforts.	
Primary Duties & Assignments	<p><u>Social Media - 40%</u></p> <ul style="list-style-type: none"> <li>Managing Visit Fort Wayne’s social media channels to encourage more visitations to Fort Wayne</li> <li>Working with content team to develop messaging and strategies and then implementing through all channels: Facebook, Twitter, Instagram, other</li> <li>Developing and managing social strategies for special events, conventions, tournaments</li> </ul> <p><u>Digital Marketing- 30%</u></p> <ul style="list-style-type: none"> <li>Develop and implement a digital marketing campaign to encourage more visitations to Fort Wayne – including remarketing, adwords and social media advertising strategies</li> <li>Work with content team and advertising agency to develop materials and messaging</li> <li>Work with VisitFortWayne.com team to maximize digital marketing opportunities</li> <li>Constant monitoring and adjustment of advertising and budget as needed</li> </ul> <p><u>Local Communications - Events Promotion- 30%</u></p> <ul style="list-style-type: none"> <li>Produce local news releases, PR and digital communications for Visit Fort Wayne’s efforts</li> <li>Managing promotions for local events and campaigns (our “Be a Tourist” and “Savor” events, etc)</li> <li>Implementing local promotion strategy to educate FW residents about our Calendar of Events</li> </ul>	
Ideal Candidate will Possess the Following:	<ul style="list-style-type: none"> <li>Knowledge of social media, digital marketing and advertising</li> <li>Excellent communication skills both written and oral</li> <li>Public relations skills and background also valuable</li> <li>Works independently to accomplish goals in a timely manner</li> <li>Resourceful, well organized, dependable and detail oriented</li> <li>Ability to manage multiple tasks and has good time management skills</li> <li>Good computer skills and ability to use Office Suites and social media expertly</li> <li>Maintain professional appearance and demeanor at all times</li> <li>Good interpersonal skills to work effectively as a team member and with industry partners</li> </ul>	
Requirements	<ul style="list-style-type: none"> <li>Bachelor's degree from an academic institution</li> <li>Education or experience in social media and digital marketing</li> <li>Excellent in computer skills, especially web-based software and applications</li> <li>Ability to sit at a desk to use computer, telephone and sitting for extended periods of time</li> <li>Requires occasional lifting of boxed items of 25 pounds or less</li> <li>Travel in personal automobile for Bureau business</li> </ul>	
Benefits	<ul style="list-style-type: none"> <li>Employee Medical Insurance</li> <li>Dental Insurance</li> <li>Short and Long Term Disability</li> </ul>	<ul style="list-style-type: none"> <li>Life &amp; Accidental Death and Dismemberment</li> <li>Paid Parking</li> <li>Paid Professional Development</li> </ul>
Hours	Monday -Friday 8 am – 5 pm; occasional special events	
Salary	Competitive salary commensurate with qualifications and experience – executive hourly position	

Submit resume to Kristen Guthrie at [kristen@visitfortwayne.com](mailto:kristen@visitfortwayne.com)

