

FORT WORTH CONVENTION & VISITORS BUREAU

MARKETING COORDINATOR

JOB DESCRIPTION

JOB TITLE: Marketing Coordinator
DEPARTMENT: MARKETING
POSITION REPORTS TO: Director of Marketing & Film Commissioner
EXEMPT OR NON-EXEMPT: NON-EXEMPT

SUMMARY OF BASIC FUNCTIONS:

To support the promotion of Fort Worth as a key leisure travel, film and convention destination by providing support to the marketing department including: Fort Worth Film Commission, tourism, public relations, database, advertising and research initiatives.

REPRESENTATIVE DUTIES AND RESPONSIBILITIES:

CRM Marketing Database

- Coordinate CRM databases including: marketing partners, tourism, film; create segmented lists and invite lists
- Sponsorship and partnerships database support
- Assist with story placement management, tagging partners, entering media values and circulation within the CRM
- Assist with tourism contacts, segmented lists and data entry
- Pull contact lists on quarterly basis to make sure up-to-date and accurate

Film Commission

- Serve as an in-house location scout for film, television, commercial projects
- Coordinate, maintain and build the Fort Worth Film Commission location library
- Support in fielding film requests and permitting needs
- Support in Film Commission content creation such as social media channels, blogs and promotional materials
- Coordinate and maintain production services and crew jobs directory
- Provide support at Film Commission events

Content Creation/Copy

- Writing support for marketing and tourism materials, e-communications, web, itineraries and more
- Web copy support
- Trafficking of materials as needed for tourism and advertising
- Consumer marketing materials support
- Copywriting for sales materials and presentations

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Special Projects

- Special project coordination across marketing department including tourism, advertising and research
- Room night tracking support for Tourism and Marketing
- Event support

Tourism & PR FAM Support

- Support with in-person hosting and coordination of Tourism and PR FAMs and individual media visits as needed

POSITION QUALIFICATIONS:

- Education -** Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, film, public relations, advertising, journalism, marketing or English.
- Experience -** Minimum of one year experience in an entry-level or internship position.
- Special Skills -** Basic principles of marketing, film, communications, English usage, spelling, grammar and punctuation. Must demonstrate editing and advanced writing skills. Some desktop publishing, including writing and simple design may be required. PC and Internet knowledge is necessary. Ability to develop and write effectively and communicate concisely both verbally and in writing is necessary.

WORKING CONDITIONS:

The Marketing Coordinator should be able to provide thorough support to the Marketing Department. The position will often require working some evenings and weekends. The work conditions involve irregular work hours subject to many interruptions, varying and unpredictable situations and multiple projects and priorities. The ability to effectively conduct verbal communication with internal and perform required reading, writing and math skills is also required. There is occasional travel off job site to conventions, meetings and trade shows.

RESPONSIBILITY FOR THE WORK OF OTHERS:

Work Leadership Responsibility: Assigns, verifies and regulates workflow to others while actively functioning to remove obstacles for subordinate personnel.

PHYSICAL DEMANDS:

Sitting - Constant
Standing - Occasional
Walking - Occasional
Lifting - Occasional (medium, 20 - 30 lbs.)
Carrying - Occasional (medium, 20 - 30 lbs.)
Pushing - Occasional (medium, 20 - 30 lbs.)
Pulling - Occasional (medium, 20 - 30 lbs.)
Reaching - Frequent
Handling - Frequent
Kneeling - Rare
Stooping - Rare
Crouching - Rare
Bending - Occasional