



JOB DESCRIPTION: Destination Marketing Coordinator

STATUS: Full-time, exempt.

SUMMARY: The Destination Marketing Coordinator performs work in assisting the planning and coordinating events for the Sioux City Regional Convention & Visitors Bureau (d.b.a. Explore Siouxland). This position will serve as the assistant project manager to provide support functions and services required for events, groups, and individual visitors. This position will create content for and manage Explore Siouxland's social media platforms and website.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Creating content on social media platforms including Facebook, Instagram and TikTok.
- Create engaging and visually appealing content for social media platforms including Facebook, Instagram and TikTok.
- Manage visitor service inquiries and requests.
- Updates the Calendar of Events and business listings on the Explore Siouxland website.
- Assists the Director of Sales and Services in event planning and services required by event and meeting planners.
- Assists the Director of Sales & Services and community stakeholders through all stages of planning and executing events or meetings, including coordination of facility and event logistics, transportation, special events, tours, and more.
- Provides exemplary customer service assistance internally and externally.
- Develop and maintain strong relationships and communications with community stakeholders.

KNOWLEDGE, SKILLS, and ABILITIES:

- Must have a passion for the Sioux City Region.
- Excellent communication and organizational skills.
- Highly detail oriented with superior organizational skills.
- Ability to manage multiple projects and objectives simultaneously and work under deadlines.
- Familiarity with different social media platforms including Facebook, Instagram and TikTok.
- Experience creating content for social media channels.
- Excellent interpersonal skills and the ability to establish and develop relationships.
- Must be able to relate favorably to a fast-paced and changing work environment.
- Ability to work a flexible schedule as needed.
- Ability to make decisions independently with good judgment.

REPORTS TO: Executive Director

EDUCATION, EXPERIENCE AND OTHER REQUIREMENTS:

- Bachelor's degree in communications, interactive media, public relations, business, hospitality, marketing or similar OR 2-5 years' experience relative to the position which provides the required knowledge, skills, and abilities to perform the essential functions of the position. Education and experience may be evaluated to meet minimum requirements.
- Experience with creating content for social media platforms including Facebook, Instagram and TikTok.
- Knowledge of hospitality, leisure travel, sports and other related tourism industries preferred.
- Must be free to travel to carry out the organization's goals to include nights, weekends and holidays as needed.
- Must have a valid driver's license, reliable transportation, and proof of automobile insurance.

WORK AND PHYSICAL REQUIREMENTS:

- Work environment: normally a typical office environment with people, with minimal exposure to excessive noise or adverse environmental issues, with occasional outdoor exposure to heat, cold and environmental elements.
- Physical demands: manipulate, handle, feel, and control items or equipment. Able to read, write, and interpret written documents. Occasionally lift up to 25 lbs. and transport equipment and materials for use in work tasks.

SUPPLEMENTAL INFORMATION:

The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. They are not intended to be an exhaustive list of responsibilities, duties and skills required. This job description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the employer and the job requirements change.

APPLICATION PROCESS

All application documents should be submitted via email to Stacie Anderson, Chair of Explore Siouxland at explore.scrvb@gmail.com and include:

- Cover letter with salary requirements
- Resume
- Three professional references including names and contact information