

Marketing Coordinator

SMTT Overview

Santa Monica Travel & Tourism (SMTT) is a private, non-profit, non-member organization governed by a board of 11 community individuals. SMTT is the official travel and tourism promotion agency for the City of Santa Monica. SMTT promotes Santa Monica as a conference, business and leisure travel destination and provides visitors with resources and information on accommodations, attractions, hotels, dining, museums, galleries and entertainment options. SMTT operates five (5) locations: Visitor Information Kiosk in Palisades Park; Visitor Information Center at the Santa Monica Pier; Visitor Information Cart on the 3rd Street Promenade; Visitor Information Center on Main Street; and, a Mobile Information Vehicle. For more information, please visit www.santamonica.com

Position Overview

This position will report to two Marketing Managers, one for Creative Services and one for Content & Brand Strategy. This position provides comprehensive support to the marketing department with intimate involvement in the daily oversight and execution of programs. Duties vary on a daily and weekly basis in accordance with the strategic direction of SMTT and its various initiatives.

Responsibilities

- Works directly with marketing team personnel on various programs. Related activities include, but are not limited to, website maintenance, posting on social media channels, collateral updates, organization of assets, community relations development, visitor center services and destination and SMTT awareness promotions.
- Assist in maintaining all content and Events Calendar on SantaMonica.com to ensure website is accurate and up-to-date.
- Publish new content on SantaMonica.com, including writing copy and formatting in Wordpress.
- Outreach to and collect information from local businesses for SantaMonica.com specials pages.
- eNewsletter development and execution, including collecting and/or producing content and images, outreaching to partners for information and importing and exporting of contact list.
- Help research, plan, draft and publish relevant content for social media platforms including, but not limited to, Facebook, Twitter, Pinterest, Instagram and LinkedIn.
- Collect and shoot new photos and/or video for use on digital platforms such as SantaMonica.com, social media channels, Santa Monica's Weibo and WeChat accounts, etc.
- Refresh, reorganize and tag photo galleries as new photos and articles are acquired.
- Design and/or update digital and print ads, electronic invites, PowerPoint presentations and other materials as needed.
- Represent SMTT at community events and tourism industry functions. Occasional nights and/or weekends may be required.
- Maintain and continually update filing systems for organization's records and project files.
- Maintain accurate information in the organization's CRM system.
- Update marketing Standard Operational Procedure (SOP) binders and Google sheets as needed.
- Track Santa Monica's online presence (ex. Google analytics and social media tracking tools).
- Assist with errands as needed for the organization to various locations throughout Santa Monica including, but not limited to, print house, post office, storage facility, Visitor Information Center locations and other local businesses.
- Assist organization in carrying out all programs, projects and special events as needed.

Requirements

- Bachelor's Degree and at least 1-2 years of professional work experience.
- Familiarity with using social media platforms professionally including Facebook, Twitter, Instagram and Pinterest.

- Ability to develop working timelines and project management tools.
- Strong customer service and business etiquette skills.
- Reliable, responsible, honest and trustworthy.
- Ability to take ownership of projects.
- Good time management skills.
- Good oral and written communication skills.
- Good organizational skills and ability to multi-task.
- Strong proofreading skills.
- A personal commitment to excellence, professionalism and creativity.
- Excellent computer skills with knowledge of Mac applications and office computer software including Microsoft Office, Word, Excel and PowerPoint.
- Knowledge of Adobe Creative Suite including InDesign, Illustrator and Photoshop is a plus.
- Experience working in a professional office environment.
- Must be free to travel as needed to carry out SMTT goals.
- Knowledge of Santa Monica is a plus.
- Physical demands and the work environment described here represent those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to engage staff with disabilities to perform essential functions.
- While performing the duties of this job, the employee is frequently required to stand, sit, walk and reach with arms and hands. Must be able to lift 50 lbs. and perform repetitive motions 50% of the time.

No relocation reimbursement will be provided. This is an at-will position. As an at-will employer, either SMTT or the employee may terminate the employment relationship at any time, for any reason, with or without good cause or advance notice.

All qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, ancestry, sex, marital status, age, sexual orientation, disability or condition of having AIDS, in accordance with requirements of local, state, and federal law.

How to Apply

To apply please email your cover letter, resume and salary requirements to employment@santamonica.com with the subject line **MKTCRD2019**.

You will not be considered for employment if you fail to follow the application instructions. We do not accept phone calls, walk-ins or emails.