Atlanta Convention and Visitors Bureau
Job Description

Position: Coordinator, In-Market Experience
Department: Marketing (11)
Exemption Status: Exempt
Position Reports to: Director, Consumer Markets and Executive Vice President & Chief Marketing Officer, Atlanta.net

General Description
The coordinator, in-market experience is responsible for strategic touch point development and defining the appropriate content, messaging, and collateral, to support the visitor and metropolitan Atlanta resident experience with the goal of driving awareness of the hospitality industry offerings.

Responsibilities (include, but are not limited to)

Touch Point Management and Development
- Optimize the visitor center experience through messaging, collateral distribution, imagery, videos and signage
- Manage digital display technology at visitor center including video wall messaging for events
- Work with HJAI and City of Atlanta officials to optimize the airport visitor experience through collateral distribution, imagery, baggage claim videos, digital boards and signage
- Represent ACVB on CID (Downtown, Midtown, Buckhead) initiatives related to the visitor experience
- Produce and distribute Taxi Driver Digest

Collateral Optimization
- Periodically survey visitor center staff to ensure collateral needs are being met
- Oversee the collateral fulfillment, inventory and distribution processes, working with vendors and the ATCOMM joint venture to ensure the maximum efficacy of each publication
- Lead the update and revision process of existing collateral production and manage the edit and review process for any new collateral.
- Be the subject matter expert for organization’s map needs, developing and providing resources for the relevant staff as required, working with the vendors to update the base maps as necessary

Program Management
- Serve as “on-point” manager for co-op campaign executions and local events (compiling sponsor and partner assets, monitoring agencies, developing and distributing final partner report)
- Serve as “on-point” manager for the 50-Fun-Things-to-do assets, leading the editorial selection process and coordinating the deployment across platforms.
- Lead in-market advertising campaigns

Budget Management
- Maintain overall tracking of marketing programs (budget, billing and invoices, and project reports)
- Be the liaison between Finance and the Marketing leadership team on budget related matters
- Provide summary reports of actual vs budget, and spending categorization

Other Related ACVB Activities
- Maintain a positive working relationship with hospitality industry partners
- Maintain current knowledge of member hotels, venues, restaurants and attractions
- Attend ACVB, member, and hospitality related events as directed
- Maintain active participation with relevant professional organizations
- Provide additional support to department projects and related ACVB programs as directed
- Stay up-to-date with hospitality industry trends
Qualifications

- Education
  - Bachelor's degree required in marketing, communications, business or related field

- Work Experience
  - Minimum 2 years of experience in consumer marketing, communications or related field

- Knowledge, Skills and Abilities
  - Strong communication skills (oral and written)
  - Strong sense of time management with the ability to take initiative, work well under pressure and meet deadlines
  - Proficient in news, editorial and promotional writing
  - Proficient in Microsoft Office and basic Adobe skills (Photoshop and InDesign) preferred
  - General knowledge of Atlanta's hospitality industry

Core Competencies (areas reviewed in annual performance evaluation)

- Communication skills
- Problem solving
- Teamwork
- Management

Additional Information

- Work hours
  - Monday – Friday (minimal early morning, late evening, and weekend work)

- Work environment
  - Standard, temperature controlled office environment with moderate, office noise level
  - During off-site meetings and events work environment changes depending on location: hotel, restaurant, convention facilities, airplane, and related travel and event venues

- Physical requirements - The physical demands described here are representative of those that must be met by the employee to successfully perform the essential functions of this job. Where applicable, reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.
  - Light lifting up to 10 lbs
  - Position requires minimal amount of walking/standing
  - Position does not require driving

- Travel
  - 0 to 10%

Last update: 5/31/17