



NEWPORT NEWS, VA
CITY OF OPPORTUNITY

JOB DESCRIPTION
MARKETING COORDINATOR
(TOURISM)
PARKS, RECREATION AND TOURISM

Human Resources Department
700 Town Center Drive, Suite 200
Newport News, VA 23606
Phone: (757) 926-1800
Fax: (757) 926-1825

GENERAL STATEMENT OF RESPONSIBILITIES

Under general supervision, this position is responsible for planning, developing, coordinating and implementing web-based marketing strategies to promote the City as a vacation destination to a variety of group markets, media, and consumers. Reports to the Administrator of Tourism.

ESSENTIAL JOB FUNCTIONS

Researches and prepares digital marketing and electronic media promotions for a variety of websites to promote public awareness and increase visitation to the City of Newport News. Maintains website content for Newport News tourism sites; promotes Visitor Center merchandise and online ticket sales for area attractions; develops cross-promotions with local, regional, national and international web-based tourism and marketing operations. Utilizes technology, such as search engine optimization (SEO) tools, and appropriate industry standards to maximize exposure to target audiences.

Researches avenues to reduce website costs through alternative suppliers; negotiates with service providers as needed. Troubleshoots and resolves website errors and consumer questions and complaints. Serves as the division's liaison with the Department of Information Technology.

Tracks consumer information downloads and analyzes web usage related to advertising and marketing campaigns; provides detailed statistical reports.

Interacts with the public and others outside the work unit to obtain and provide information and assistance in a variety of circumstances. Assists in the concept development of marketing strategies and brochures.

Performs other duties as assigned.

PERFORMANCE STANDARD

Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the City's Values. Employees are also expected to lead by example and demonstrate the highest level of ethics.

REQUIRED KNOWLEDGE

- **Tourism** - Knowledge of travel, tourism, marketing principles, practices, advertising mediums, and techniques. Knowledge of the policies and procedures, organization and functions of the Tourism Department. Knowledge of the geographic layout of the City, including all tourist attractions.

- Customer Service – Thorough knowledge of principles and processes for providing customer service. This includes meeting quality standards for services and evaluation of customer satisfaction.
- Internet Technology – Knowledge of current internet technologies and the modern methods and principles of webpage design, implementation, maintenance and problem resolution. Knowledge of content management systems.

REQUIRED SKILLS

- Judgement/Decision Making -Uses logic and reasoning to understand, analyze, and evaluate situations and exercise good judgment to make appropriate decisions.
- Interpersonal Relationships - Develops and maintains cooperative and professional relationships with employees, managers, and representatives from other departments and organizations.
- Time Management - Plans and organizes daily work routine. Estimates expected time of completion of elements of work and establishes a personal schedule accordingly. Implements work activities in accordance with priorities and estimated schedules.

REQUIRED ABILITIES

- Communication - Ability to communicate ideas and proposals effectively so others will understand. Ability to listen and understand information and ideas presented verbally or in writing.
- Accounting/Budgeting - Ability to perform arithmetic, algebraic, and statistical applications. Ability to employ economic and accounting principles and practices in the analysis and reporting of data.

EDUCATION AND EXPERIENCE

Bachelor's Degree in Business Administration, Marketing or a related field and 3-5 years related marketing, development and research experience or an equivalent combination of education and experience.

ADDITIONAL REQUIREMENTS

An acceptable general background investigation to include a local and state criminal history, sex offender registry check, and a valid driver's license with an acceptable driving record.

PHYSICAL REQUIREMENTS

- Tasks require the ability to exert very moderate physical effort in light work.
- Some combination of stooping, kneeling, crouching and crawling.
- Some lifting, carrying, pushing and/or pulling of objects and materials of moderate weight (10-20 pounds).

SENSORY REQUIREMENTS

- Some tasks require the ability to perceive and discriminate sounds and visual cues or signals.
- Some tasks require the ability to communicate orally.

ENVIRONMENTAL EXPOSURES

Performance of essential functions may require exposure to adverse environmental conditions, such as dust, pollen, and traffic hazards.