

Experience Colorado Springs at Pikes Peak, the Convention and Visitors Bureau, is one of the leading Convention and Visitors Bureaus in the nation with a respectful, high energy, and harmonious staff that collaborates to accomplish operational goals. We provide extensive training, direction and structure in a predictable, yet fast-paced environment as we strive to bring more visitors to Colorado Springs and the surrounding region. You can expect appropriate benefits and opportunities for growth at your own speed.

Come join us as we continue to strengthen the local economy and show off our area’s active lifestyle to visitors nation- and world-wide!

POSITION INFORMATION	
Position Title Marketing Coordinator	Posting Date 1/25/2012
Department Marketing	Reports To Vice President – Marketing and Membership

FLSA CLASSIFICATION	
Exempt <input type="checkbox"/>	Non-Exempt <input checked="" type="checkbox"/>

PURPOSE
This position provides administrative and marketing support to the Vice President of Marketing & Membership in a variety of marketing, online and public relations tasks and projects to promote Colorado Springs and the Pikes Peak region to potential visitors. Creating awareness of the destination, inspiring the desire to obtain more information about the destination and converting potential visitors into actual visitors to the destination are the primary goals of the marketing department. By supporting these goals, this position helps to fulfill the organizations mission to bring more visitors to Colorado Springs at Pikes Peak.

ESSENTIAL DUTIES/RESPONSIBILITIES
<ul style="list-style-type: none"> • Work with the marketing team on the production of Official Visitor Guide and other Convention & Visitors Bureau publications (database queries, writing, editing, proofing, inventory management, etc.) • Perform tasks in the development and execution of the annual media plan (collecting information from sales representatives, organizing information, data entry, research, etc.) • Keep member/partner database current for website and printed publications (data entry, member education and assistance, database queries, etc.) • Assist with advertising and promotional opportunities (member calls, materials collection, billing, accounts receivable collections, etc.) • Perform public relations duties (media equivalency tracking, organizing hosted writer trips, data entry, database queries, etc.) • Assist with website and online projects and tasks (data entry, creating links, uploading leads, reviewing sites, etc.) • Perform various administrative projects and tasks as assigned

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MINIMUM QUALIFICATIONS	
Education	Minimum high school diploma; college degree a plus
Experience	Minimum of 2 years of experience in support and administrative duties; marketing, PR and/or hospitality experience preferred
Knowledge, Skills & Ability	<ul style="list-style-type: none"> • Strong knowledge of local tourism industry and facilities • Proven ability to prioritize and manage multiple projects/responsibilities simultaneously while meeting stringent deadlines • Capability of communicating in a professional manner with a diverse range of individuals, both verbally and in writing • Proficient technology skills; advanced MS Office (Word, Excel, PowerPoint & Outlook), web browsers and Customer Relationship Management software • Valid driver's license required
Traits for Success	<ul style="list-style-type: none"> • Focused and exemplifies high standards in work practices • Systematic, conscientious and detailed • Collaborative with staff, members and visitors • A polite and direct communicator • Displays quiet confidence and dependability
Working Relationships	All levels of ECSPP employees, ECSPP volunteers and ECSPP partner/members.

Please email cover letter, resume and salary requirements to Amy@VisitCOS.com before 5:00 pm, February 8, 2012. Cover letter and resume should be in a Word or PDF document, not within the body of the email. In the cover letter, please address how you meet the above requirements. No calls, please.