

ABOUT US

Visit Central Oregon, headquartered in Sunriver, Oregon, has been the Destination Marketing Organization for Central Oregon since 1971. Our mission is to drive overnight visitation for an enduring economy. We're committed to supporting our thriving tourism industry by promoting the region in innovative ways. Serving as the Regional Destination Marketing Organization (RDMO) we have the unique opportunity to share six distinct regions with potential visitors. We pride ourselves on maintaining a culture based around collaboration, creativity, and constant growth and personal development for our team. For more information, please see www.visitcentraloregon.com

JOB TITLE: MARKETING COORDINATOR

REPORTS TO: VP OF MARKETING

JOB SUMMARY:

The Marketing Coordinator's role is to support the marketing team including the VP of Marketing, Marketing Manager, and Communications & PR Manager. Primary responsibilities will revolve around the marketing team's current projects including content creation (creative assets), PR efforts, advertising (digital and print), digital development (website), and industry relations. This will include daily, weekly, and long-term brand tasks.

The ideal candidate is a strong communicator and independent worker. We're looking for someone who can collaborate with the marketing team and voice their ideas and opinions during the brainstorming phase of projects, then take tasks and see them through to completion. This role requires the ability to manage multiple projects simultaneously and a willingness to pivot when one project takes precedence over another.

JOB DUTIES

- Coordinate photoshoot logistics around locations, talent, props, waivers, day-of shoot.
- Website merchandising and packages coordination and logistics
- Outreach and execution of marketing opportunities offered by Visit Central Oregon to stakeholders including digital marketing on VCO.com, print, and more.
- Edit various content including annual Visitors Guide, Wedding Guide, website content
- Manage distribution, inventory and logistics of the Visitor Guide and Wedding Guide
- Coordinate logistics and communications of "Greetings From..." Murals and Central Oregon Makers video project
- Assist with PR tasks delegated by Travel Oregon
- Provide creative assets to media, partners, and teammates upon request
- Occasionally attending events with FAMs (Familiarization tours) and Media
- Assist in itinerary building for writers and influencers
- Interpreting data from social media and PR efforts
- Initiating and maintaining community relationships
- Organization and maintenance of Crowdriff platform for photos and videos

- Help prepare marketing presentations and load them on the industry site when complete
- Manage promotional item inventory and purchases
- Work with outside agencies and vendors including core creative agencies
- Assist with other Visit Central Oregon team projects on an as-needed basis.

JOB REQUIREMENTS (EDUCATION/ EXPERIENCE)

- A four-year degree in Digital Marketing, Advertising, Marketing Communications, Web Development/Design, Tourism, Business, Communications or relevant field of study is required.
- Minimum 2 years of relevant work experience required; additional marketing, public relations, tourism, travel, or related industry experience a plus.
- Experience in a metrics-driven culture, with a heavy focus on driving CPA/ROAS measured results
- Strong analytical skills with a desire to work in Google Sheets, Google Analytics
- Extremely well organized with the ability to manage multiple initiatives at once and deliver on time
- Highly driven and self-motivated and comfortable with autonomy and driving initiatives
- Ability to travel domestically including overnight stays

WHAT WE OFFER

- Competitive salary and benefits package commensurate with experience
- Benefits include full medical/dental, wellness, matching 401(k) plan, paid time off
- Professional development and leadership to facilitate professional growth
- A positive and supportive team environment

TO APPLY

Please send cover letter and resume with at least two professional references to careers@visitcentraloregon.com

Visit Central Oregon is an equal opportunity employer committed to promoting an inclusive workforce free from discrimination. We make all hiring and employment decisions without regard to race, color, religion, sex, pregnancy, sexual orientation, gender identity, age, physical or mental disability, marital or family status, national origin, genetic information, military or veteran status, or any other basis protected by applicable law.