



# NATCHEZ CONVENTION PROMOTION COMMISSION (NCPC)

Natchez, MS

## Job Announcement for Marketing Coordinator

The Natchez Convention Promotion Commission/Visit Natchez (NCPC) is seeking applications for a contract Marketing Coordinator. Interested candidates should submit resumes to the NCPC via email to [visitnatchezjobs@gmail.com](mailto:visitnatchezjobs@gmail.com) or via mail to Visit Natchez, c/o Human Resources, 500 Main Street, Suite 1, Natchez, MS 39120.

**APPLICATION DEADLINE:** Open until filled.

**ORGANIZATION MISSION:** The mission of the NCPC and Visit Natchez as the city's official destination marketing organization is to increase the economic impact of tourism in Natchez by developing and promoting the city to individual and group visitors.

**PRINCIPAL PURPOSE OF JOB:** In the marketing coordinator role, you will work closely with the Marketing Manager and other team members to execute campaigns and marketing strategies to support the organization's business goals. Success in this role is demonstrated by maintaining brand identity through Visit Natchez promotions and content, increasing brand awareness, and growing reach through the execution of strategic marketing campaigns. The successful candidate will be able to pay attention to their colleagues' workflow and anticipate the supplies and tools they need. They are ambitious and look for opportunities to provide support and learn more about different aspects of their team's marketing procedures. They would be a fast learner and quickly adjust to the interface of new software tools or website updates, enabling them to keep up with the fast-paced environment of digital advertising and digital trends.

### ESSENTIAL JOB FUNCTIONS:

#### Duties include but are not limited to:

- Lead content generator responsible for crafting, scheduling organic social media posts
- Copywriting for social media, email marketing, and other marketing needs
- Monitoring social media accounts and responding to comments and messages
- Capture photography and videography at events and locations, as needed
- Takes active role in developing and maintaining asset databases
- Creates marketing campaign deliverables using Canva, Adobe Suite
- Identifies trends and opportunities for company engagement
- Conducts market research, surveys for data collection
- Compiling and distributing information such as website and social media analytics
- Other duties as assigned by the Marketing Manager

### QUALIFICATIONS:

#### Education and experience:

- Excellent writing and oral communication skills
- Two plus years of related experience
- Creativity – This skill is necessary for the marketing assistant to create visually appealing images and marketing materials.

## Marketing Coordinator Job Announcement

- Analytical thinking – You will be involved in the research and reporting of marketing campaign results. Must be able to compile data and present it in an easy-to-understand method.
- Project management experience – You will be involved with multiple projects at one time. The ability to organize details and complete projects in a timely manner is crucial in this position.
- Proficiency in MS Office, Hootsuite, CrowdRiff, Canva, Adobe Suite, and other marketing applications.
- Proficiency in video creation and editing.
- Proficiency in social media platforms, not limited to: Facebook, Instagram, Twitter, Pinterest, TikTok, LinkedIn etc.

### **Licensing and certifications:**

Possess a valid driver's license

### **Knowledge, Skills, and Abilities:**

- Excellent verbal and written communication skills; ability to communicate in an effective manner and to give and follow oral and written instructions
- Familiarity with local community
- Demonstrated ability to work directly with public and individuals from diverse backgrounds
- Ability to work in individual and group settings
- Ability to initiate and complete projects and assignments in a timely manner
- Knowledge of hospitality and tourism industry

### **Physical Requirements:**

- The physical demands described here are representative of those that must be met by a contractor to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this contract, the contractor is frequently required to sit and talk and hear. The contractor is occasionally required to walk; use hands to finger, handle, or feel objects, tools or controls, and reach with hands and arms.
- The contractor must occasionally lift and/or move light objects, materials, etc. Specific vision abilities required by this job include close vision and the ability to adjust focus.
- Ability to give and receive information through speaking and listening skills.
- Corrective devices may be used to meet physical requirements.

### **Work Environment:**

- The work environment characteristics described here are representative of those a contractor encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- The noise level in the work environment is usually moderate.

### **SELECTION GUIDELINES:**

- The NCPC reserves the right to revise or change job duties as need arises.
- Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.
- The duties listed above are intended as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

## Marketing Coordinator Job Announcement

- The job description does not constitute an employment agreement between the employer and contractor and is subject to change by the employer as the needs of the employer and requirements of the job change.

### **PREFERENCE WILL BE GIVEN TO APPLICANTS WITH ANY OR ALL OF THE FOLLOWING:**

- Experience in tourism, hospitality industry
- Experience in destination marketing for historic locations
- Experience/knowledge of Natchez

### **BENEFITS**

- As this is a contract position, benefits will not be offered

### **SALARY**

- Hourly pay commensurate with experience

### **MISCELLANEOUS**

- Work hours will vary based upon tasks assigned. Given the nature of the tourism industry, some evening and weekend work is required.

### **CONFIDENTIALITY**

- This position requires access to marketing and sales data, financial statements, and other tourism-related information, all of which is considered confidential and will require signing confidentiality agreement

### **CREATIVE MATERIALS**

- Any and all creative material produced and elements created by the selected candidate for the NCPC and Visit Natchez during this time will become the property of the NCPC as will all materials, film, negatives, art, code, etc. as well as campaign treatments developed but not utilized. The NCPC acknowledges certain legal constraints, and as such, requires universal releases for materials unless cost considerations, such as model releases, music, photographs, etc. become prohibitive.

**The Natchez Convention Promotion Commission is an equal opportunity employer to all qualified persons without regard to race, color, age, sex, religion, national origin or any other basis prohibited by law.**