



Explore Newnan-Coweta, Inc.

P.O. Box 839

Newnan, GA 30264

www.explorenewnancoweta.com

info@explorenewnancoweta.com

Position: Marketing & Social Media Coordinator

Salary/Pay Rate: Based on experience

Benefits: Full medical, dental & vision + 401k match

Job Type: Full time

Reports to: President & CEO

Organization Information: As the official destination marketing organization of Coweta County, GA, the mission of Explore Newnan-Coweta is to generate economic development for the county by effectively marketing the community as a preferred tourism, tournament and meeting destination. Our office also assists visitors with information regarding lodging, attractions, events or just general inquiries about the destination.

Summary Description: The purpose of this position is to help the President & CEO of Explore Newnan-Coweta manage resources and information for marketing, content, social media, and public relations purposes. The Marketing & Social Media Coordinator will assist in data management, content creation, social media channel management and asset curation. The position also maintains current information concerning business listings, hotels, attractions, meeting spaces and restaurants in the website CMS software.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Maintains a working knowledge of tourism inventory including accommodations, retail, restaurants, attractions, events, exhibits, and other related tourism services
- Keeps and updates hotel, event and attraction information in the DMO's shared reference files, social media mentions and CMS
- Manages social media sites and content
- Curates/develops content, graphics and assets for the website, newsletters and social media
- May serve as point of contact with hospitality and tourism partners for updates to information, special offers, events, and new features/products. Responds to partner inquiries and requests. Updates partner information in the CMS and with staff.
- Reviews and regularly updates ENCI information on relevant industry/visitor websites
- Participates in regular meetings with vendors for content and asset creation/management, program updates and advertising/PR strategy
- Supports the sales department by assisting with the preparation of promotional items, content curation or asset procurement



- Reviews and edits written materials (blogs, press releases, etc.) submitted by partner agencies and others
- Maintains and updates newsletter distribution databases
- Maintains and organizes ENCI photo and video asset libraries within cloud-based software and Crowdriff
- Represents the CVB at local events and community functions as required
- Performs other duties as assigned by the President & CEO

MINIMUM QUALIFICATIONS

- Bachelor's degree, preferably in marketing, public relations, communications or related field
- Self-starter with strong interpersonal, organizational and communication skills
- Proficiency in management of social media channels
- Familiarity with email marketing software
- Proficiency in content creation
- Knowledge of Microsoft Office applications, with expertise in Word and Excel
- Proficiency with personal computers and handheld devices
- Must possess exceptional organizations skills with ability to prioritize and multi-task; ability to deal with all levels of personnel in a courteous and efficient manner and exercise discretion on confidential matters; establish and maintain effective working relationships with those contacted in the course of work
- May require overnight travel and occasional after-hours/weekend work

PREFERRED QUALIFICATIONS

- 1-2 years of experience
- Proficiency in software such as Crowdriff, SproutSocial, Adobe Photoshop, InDesign and Canva
- Knowledge of office procedures, methods, and equipment; must have thorough knowledge of proper phone etiquette, basic business letter writing and administrative procedures
- Ability to exercise good judgment in documentation management, records, and reports; ability to read, understand and review documents for accuracy and relevant information

WORKING CONDITIONS

The work environment characteristics described here are representative of those an employee encounters while performing the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.



Employee must be committed to a high standard of safety and be willing and able to comply with all safety laws and all safety policies and rules and must be willing to report and/or act on safety violations and potential safety violations to appropriate supervisory or management personnel.

Incumbent is expected to meet attendance standards as determined by management. Employee must be available and willing to work on a full-time basis according to the assigned schedule. Must be available and willing to work overtime (including nights, weekends, and holidays) as determined by management as necessary to meet the business needs.

The employee will perform most duties in a typical office environment but will require working outdoors and walking distances. The noise level in the office environment is usually quiet. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus. Job will require local travel and on occasion, regional travel and overnight stays.

Please send resume and cover letter to info@explorenewnancoweta.com. Job will be open until filled.