

**Class Title:** Tourism Marketing Coordinator  
**Department:** Community & Economic Development/Tourism  
**FLSA:** Non-Exempt

**Class Code:** 1121  
**Grade:** 17  
**Eff. Date:** 07/01/2019  
**Revised:** 12/01/2025

### **GENERAL PURPOSE**

Under general supervision of the Tourism Marketing Manager, creates and executes content strategy and digital marketing efforts to promote tourism services, attractions, and community events as part of Discover Davis, the destination brand for Davis County Tourism.

### **EXAMPLE OF DUTIES**

Creates, schedules, and manages engaging and informative content postings for multiple tourism - related social media accounts and websites, ensuring all postings are strategically planned to support organizational goals, are accurate, current and reflective of the latest developments in tourism offerings.

Works closely with the contracted advertising agency while coordinating in-house content efforts to ensure cohesive and consistent messaging. Assists in managing marketing campaigns by supporting SEO (search engine optimization) initiatives, aligning paid and organic strategies and providing project management coordination. Helps guide the agency's activities to ensure effective digital campaigns, optimized online presence, and impactful marketing strategies that align with the goals of Davis County's tourism efforts.

Works with the marketing manager to create collateral and creative pieces using adobe suite or other applicable design tools.

Responsible for creating and distributing e-newsletters for various tourism audiences as developed by Discover Davis keeping subscribers informed about current and future activities, events, and attractions in Davis County.

Responsible for ongoing website management, including updating content, ensuring accuracy, and maintaining a user-friendly experience. Develops and writes website content such as blogs, landing pages, and informational updates that highlight Davis County's tourism offerings.

Stays up to date with the latest trends and technological advancements relevant to the tourism industry. Identifies innovative approaches to enhance marketing tactics, improve audience engagement, and maintain a competitive edge in promoting Davis County's tourism offerings.

Collaborates with cities and industry partners to gather information about festivals, theater performances, concerts, and other events in the county. Writes compelling announcements and bulletins highlighting major events organized by the Davis County Tourism Office and large community events.

Works closely with department staff to achieve marketing goals; maintains a creative and innovative approach; is data driven and uses data performance reports to optimize marketing tactics that drive tourism to Davis. Analysis campaign effectiveness and target audience behavior to refine strategies and enhance ROI.

Assists the events team in planning and executing county and county-sponsored events. Collects and analyzes competitive data on events for planning and implementation purposes. Coordinates marketing assets and activities according to terms specified in event sponsorship contracts and executes event marketing and promotional efforts for key County tourism events, including Great Salt Lake Bird Festival and Antelope by Moonlight.

Prepares reports, agendas, proposals, marketing materials, and other tourism collateral as needed to support marketing efforts. Participates in industry associations, tourism meetings, and seminars.

Operate a motor vehicle in a safe manner and in compliance with all Utah laws and regulations.

Perform related duties as assigned.

### MINIMUM QUALIFICATIONS

1. **Education and Experience:**

Graduation from an accredited college or university with a bachelor's degree in marketing, public relations, business management, tourism, or a closely related field. A combination of experience and education can be considered.

**Preference for** paid full time experience in tourism or related field.

2. **Other Requirements:**

Furnish personal transportation for on-the-job travel.

Employees driving a personal or a County vehicle for job related travel must possess a valid driver license, maintain the minimum vehicle liability insurance as specified in the Utah Code, and must operate a motor vehicle in a safe manner; new employees with an out-of-state license must obtain a valid Utah Driver License within sixty (60) days of hire date (exceptions for military personnel and their dependents).

3. **Necessary Knowledge, Skills, and Abilities:**

**Knowledge of:** social media engagement including regular postings, contests, Facebook advertising and event promotions; online marketing involving website content management, content creation, Google analytics, blogging and email marketing; event planning and coordination; hotels, attractions, and services in the area; Davis County events and amenities; hospitality and tourism terminology; marketing tools; account management; local business community; social networking channels; applicable County and department policies, procedures, and practices; principles and practices of local government.

**Skill in:** operating common office; operating applicable computer hardware and software applications; using content management systems (CMS); WordPress; Adobe Illustrator/InDesign a plus.

**Ability to:** prepare effective promotional materials; travel to various locations within Utah; compile data and prepare written reports; effectively organize and prioritize activities and

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projects; work on multiple projects simultaneously and meet deadlines; develop and manage content schedules and timelines; work efficiently with minimal supervision; identify and solve problems; make sound decisions; maintain concentrated attention to detail; follow written and oral instructions; communicate effectively (orally and in writing); establish and maintain effective working relationships with supervisors, other employees/departments, industry partners, other agencies, and the general public.

## WORKING CONDITIONS

Push, pull, lift and otherwise move objects weighing up to 25 lbs. Position may require some extended weekday hours and weekends, depending on the events and other Tourism Office needs.

The above statements are intended to describe the general nature and level of work being performed by persons assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. ***All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.***