



## CLASS SPECIFICATION

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|---------------------|---|--------------------|----------|
| <b>Class Title:</b> | Sports and Convention Marketing Coordinator | <b>Class Code:</b> | 1098     |
| <b>Department:</b>  | CED / Tourism Division                      | <b>Grade:</b>      | 17       |
| <b>FLSA:</b>        | Non-Exempt                                  | <b>Eff. Date:</b>  | 1/1/2024 |

### GENERAL PURPOSE

Under general supervision of the Tourism Marketing Manager, performs professional duties related to marketing, planning, organizing, coordinating, and facilitating sports and business tourism.

### EXAMPLE OF DUTIES

Creates, schedules, and manages content postings for business-to-business (B2B) campaigns on different social media platforms; provides content writing for various platforms or needs. On a regular basis, writes creative blog posts that are engaging and informative for Discover Davis, Western Sports Park and Davis Conference Center websites with the focus on attracting and informing potential event organizers and their attendees. Ensures all business website content, listings and information is up-to-date and accurate.

Assists in managing B2B marketing campaigns and coordinates the associated media traffic and requests with the contracted advertising agency or internal placements. Oversees and helps facilitate development of marketing materials and digital assets for sports and business travel related tourism including utilization of DiscoverDavis.com and partner sites.

Creates and distributes e-newsletters to inform stakeholders and subscribers of current and future opportunities. Uses email marketing and other web-based promotions to build awareness of Davis County venues.

Assist the destination sales representative in sales efforts and creation and management of collateral needed for tradeshow, clients, etc.

Works with department staff to achieve goals identified in the business-to-business marketing plan and strategies. Maintains a creative and innovative approach, using data performance and results to optimize marketing tactics.

Works with partners on bid development, event logistics planning, sponsor and event promotion and other related services.

Collects and compiles competitive data regarding conferences, sporting events, and other group events being hosted in our community, meeting room services, etc., for planning and implementation.

Acts as support services liaison among tourism and meeting/convention partners; coordinates convention and group travel support services for meetings and group conventions; promotes ancillary events and activities that encourage extended visitors' stay. Assists Davis County clients to ensure events are successful. Serves as a resource for the event organizers and communicates with the Tourism team on executions needed for clients.

Arranges and distributes information on special offerings from local stakeholders to hotel patrons, the Western Sports Park, Davis Conference Center or the event organizers directly.

Works with local hotels for room block RFPs for group bookings. Prepares and submits follow-up reports showing rooms booked for an event and other tracking data for city-wide RFP or event.

Measures and reports performance of marketing campaigns and ROI for initiatives. Prepares reports, agendas, proposals, marketing materials, and other tourism collateral as needed.

Participates in industry associations and attends tourism meetings and seminars. Travel as needed for tradeshows and conferences.

Implement and assist in managing a CRM and marketing automation platform to better manage the marketing and sales pipeline. Represents the county at events to present and promote the county's vision for growth and prosperity in sports and outdoor recreation.

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

Performs 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, hospitality, or a closely related field.

**Preference for** paid full time experience in tourism, hospitality or related field, social media marketing, content management, Adobe Illustrator/InDesign, and Wordpress.

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 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 equipment, applicable computer hardware and software.

This position may require the driving of a motor vehicle; skill in operating a motor vehicle in a safe manner; ability to insure motor vehicle is operating in a safe manner; knowledge of Utah motor vehicle rules and regulations.

**Ability to:** effectively organize and prioritize activities and 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.***