

Sebastian River Area Chamber of Commerce

Tourism Marketing Coordinator

Job Description:

The Sebastian River Area Chamber of Commerce is hiring a **Tourism Marketing Coordinator** who will promote the *Visit Sebastian River Area* brand by marketing tourism-related businesses and activities in the Sebastian River Area and enhancing the visitor's experience. This position will start as part-time (25 hours/week) until the end of September 2023. Beginning October 1, 2023, the position will become full-time (up to 40 hours/week). Candidates must be willing to start as part-time and increase hours to full-time after September 30, 2023. Pay commensurate with experience.

Qualifications:

Must have knowledge of Word, Excel, Publisher, Canva, and Constant Contact. Also, must have experience with Facebook, Instagram, YouTube, and other social media platforms. Marketing and grant writing experience a plus. Knowledge of ChamberMaster database software and/or GrowthZone webmaster a plus. Position will work at the Sebastian River Area Chamber office with some local and out of town travel. Must use own vehicle and be able to travel once or twice a year within Florida for Tourism-related networking workshops and conferences. Candidates must be able to "start the ground running" with little training.

Job Detail:

- Prepare the Annual Tourism Marketing Plan and Budget.
- Apply for Tourist Development Council (TDC) grant online to the Board of County Commissioners Budget Office.
- Present annual tourism marketing plan/budget to the TDC.
- Attend quarterly TDC meetings.
- Coordinate, attend, and promote tourism-related Chamber events.
- Create promotional flyers and social media posts.
- Maintain the Tourism portions of Chamber website.
- Create content for monthly tourism e-newsletter.
- Create content for social media posts.
- Assist visitors in Welcome Center when needed. Answer phone calls when needed.
- Schedule and coordinate Tourism Committee meetings.
- Coordinate Mural Program; schedule Committee meetings, update mural trail on Chamber and Visit Florida websites, and promote Sebastian Mural Trail.
- Collaborate with IRC Chamber and other Tourism-related businesses.
- Attend Indian River County Chamber Tourism Committee meetings.
- Maintain accurate records, files and respond to industry-related inquiries.
- Coordinate layout, design, and distribution of annual printed Visitor Guides.
- Solicit Tourism Partners for paid advertising, sponsorships, and raffle donations.
- Create Sponsorship Benefit packages for Tourism-related events.
- Track Sponsor communications and ensure benefits are being utilized.
- Apply for grants and marketing partnerships through VISIT FLORIDA.
- Plan itineraries and coordinate Familiarization Tours (FAM Tours) with Tourism-related Partners, bloggers, photographers, travel agents, etc.
- Attend tourism workshops and conferences (i.e., Florida Governor's Conference on Tourism, Certified Visitors Information Center Summit).