



FOR: Explore Butte County

POSITION: Community Engagement Coordinator

REPORTS TO: Executive Director

SALARY RANGE: \$22.00 – \$26.00 hourly, non-exempt

HOURS: Full-time, some nights and weekends required

JOIN OUR TEAM

Explore Butte County (EBC) is a destination marketing organization established in November 2015 to oversee the management of the Butte County Tourism Business Improvement District (BCTBID). EBC has been entrusted with creating and implementing a marketing strategy and plan to position Butte County as a year-round destination by attracting visitors, increasing lodging occupancy rates and tourism spending, and maximizing the number of off-season and return visitor trips. In 2023, EBC launched Travel Chico in partnership with the City of Chico to promote tourism within the destination. In 2024, EBC launched Butte365, a year-round, all-inclusive arts and entertainment resource in and around Butte County, CA.

EBC is excited to open recruitment for the Community Engagement Coordinator. In this role, you will foster relationships with community stakeholders, including residents, businesses, and community organizations. This role creates and implements community outreach programs that promote tourism, gathers and incorporates community feedback into tourism strategies, and educates the community about the benefits of tourism. When you apply, please tell us your favorite thing to do in Butte County in your cover letter.

Duties & Responsibilities

- **Community Relationships:**
 - Develop and execute a comprehensive community engagement plan to enhance awareness and support for tourism efforts in alignment with EBC's values.
 - Foster relationships with key community stakeholders, including residents, businesses, and community organizations, through transparent communication to create a network of support for tourism initiatives.
 - Gather and incorporate community feedback into tourism strategies, ensuring residents' perspectives are heard and valued.
 - Advocate for tourism initiatives to community partners, highlighting the industry's benefits.
 - Represent EBC at relevant community events and meetings.
- **Cooperative Marketing Partnerships:**
 - Design and implement an advertising and cooperative marketing program that aligns with EBC and Butte365's brand initiatives.
 - Collaborate with marketing partners to produce materials that support cooperative advertising efforts.
 - Create and manage budgets for cooperative marketing initiatives. Track program performance, analyze return on investment, and adjust strategies as needed to meet revenue targets.

- Digital Marketing Coordination:
 - Maintain Butte365's website, social media profiles, and email marketing campaigns, ensuring consistent branding and messaging across all platforms.
 - Plan and schedule digital engagement, considering peak engagement times and relevant trends.
 - Respond to comments, messages, and inquiries across all digital communication channels, fostering positive engagement with our audience.
 - Lead the implementation, integration, and maintenance of new technology platforms that enhance digital marketing and communication efforts.
 - Act as the primary liaison between marketing, technology platforms, and community stakeholders, ensuring technology aligns with organizational goals.
 - Stay current with emerging technologies and recommend innovative solutions to improve efficiency and effectiveness.
- Destination Development Coordination:
 - Coordinate project planning and execution, integrating consultant efforts with EBC staff, internal committees, and community stakeholders to optimize resource allocation and communication.
 - Oversee timelines and budgets for consultant projects, monitoring progress to ensure projects remain on track and within financial parameters.
 - Prepare regular status updates and performance reports for the Board of Directors, highlighting achievements and addressing potential challenges.
- Administrative:
 - Answers all incoming phone calls and direct them to the correct party.
 - Manages general email boxes with timely replies and accurate information.
 - Handles general office administration tasks, including picking up mail and packages, ordering office and event supplies, invoice creation, and bank deposits.
 - Other duties as assigned.

General Duties and Responsibilities

- Participate in ongoing professional development and self-directed learning as provided by Explore Butte.
- Protect company assets.
- Support all co-workers and treat them with dignity and respect.

- Be able to think and act quickly and efficiently in emergencies.
- May drive on company business.
- Comply with all Explore Butte policies and procedures, including, but not limited to, workplace safety, reporting work-related injuries, Infection Control, and preventing potential safety risks for staff, clients, and others.
- Each employee at Explore Butte is responsible for punctual and regular attendance. Employees are expected to report to work on time and be prepared to start working. They are also expected to remain at work for the entire work schedule. Late arrival, early departure, or other absences from scheduled hours are disruptive and must be avoided.
- Other duties as assigned. Please note that this job description is not designed to cover or contain a comprehensive listing of the employee's required activities, duties, or responsibilities. Duties, responsibilities, and activities may change at any time, with or without notice.

Education And Experience

- Bachelor's Degree in Business, Communications, Journalism, Marketing, Public Relations, or a related field is preferred, but not required.
- Minimum of two years of proven experience in advertising, communication, event planning or promotion, marketing, or public policy.
- Proficiency in Microsoft Office Suite (Excel, Word, PowerPoint) is required.
- Proficiency in Adobe Suite and graphic design, photo, and video editing software (Illustrator, Photoshop, Premiere, CapCut, Canva) is required.
- Experience managing social media business accounts on platforms like Instagram, Facebook, and LinkedIn is preferred.
- A passion for travel, culture, and storytelling that translates into compelling content.
- Performs related work as required.

Skills

- Project Management: Ability to manage multiple projects simultaneously, prioritize tasks, and meet deadlines.
- Time management and Organization: Ability to manage time effectively and maintain workflow organization

- **Budget Management:** Knowledge of financial analysis, budgeting, communication, and attention to detail.
- **Collaboration and Adaptability:** Capable of working effectively independently and as part of a team, and comfortable in in-person and virtual work environments.
- **Strategic Thinking:** Able to think strategically while also focusing on tactical execution and demonstrates proactive problem-solving abilities.
- **Communication (Written & Verbal):** Effectively communicating written and verbal marketing messages, with a keen eye for detail and creativity in storytelling.
- **Content Creation:** Proficiency in creating and editing photos and videos, using tools such as Adobe Creative Suite, CapCut, Canva, or similar software.
- **Social Media and Website Coordination:** Basic understanding of marketing and promotional channels, their features, and best practices for content optimization.
- **Market Research:** Knowledge of market research techniques and methodologies.
- **Data Analysis:** Strong analytical skills to interpret data and identify trends.

Essential Functions

- Possession and continued maintenance of a valid class C California driver's license or the ability to provide alternative transportation as approved by the appointing authority and a safe driving record.
- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift 40 lbs.
- Must be able to climb stairs, walk on inclines, and walk on uneven terrain to capture content and meet with stakeholders.

Explore Butte County is an equal opportunity employer to all, regardless of age, ancestry, color, disability (mental and physical), exercising the right to family care and medical leave, gender, gender expression, gender identity, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding, and related medical conditions), and sexual orientation.