**FOR:** Explore Butte County

**POSITION:** Marketing Coordinator **SALARY RANGE:** $20.00 – $24.00 hourly, non-exempt

**REPORTS TO:** Marketing Director **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.

Explore Butte County is excited to open recruitment for a Marketing Coordinator. In this pivotal role, you will promote Butte County by supporting the development of all marketing assets, direct-to-consumer tradeshows, travel trade sales initiatives, and community engagement activations. You will deliver on-brand marketing outputs, tradeshow materials, and activations, executing the ideation, support, and creation of compelling written, photo, and video content for our digital platforms and business marketing assets. Your creative skills and content development experience will enhance our destination's visibility and desirability as you collaborate closely with the marketing team to develop engaging content that resonates with our target audience, drives engagement, and boosts our brand presence.

***Duties & Responsibilities***

* **Content Creation:**
  + Produce high-quality, engaging, and shareable content that aligns with our brand's identity and messaging.
  + Conceptualize, create, curate, and or capture visually appealing photo and video content showcasing our destination's unique attributes, attractions, and experiences.
  + Enhance and modify visual content to align with desired aesthetic and quality requirements.
  + Copywrites and edits for Travel Chico website with keyword optimization to complement SEO strategy.
* **Digital Marketing Coordination:**
  + Maintain Travel Chico’s website and social media profiles, ensuring consistent branding and messaging across all platforms.
  + Plan and schedule social media posts, considering peak engagement times and relevant trends.
  + Respond to comments, messages, and inquiries on social media platforms, fostering positive engagement with our audience.
  + Analyze performance metrics and prepare reports with actionable insights to guide future strategies.
  + Monitors community engagement and sentiment to mitigate potential risks to the organization, destination, and or stakeholders.
* **Strategy Implementation:**
  + Work closely with the marketing team to execute the destination's social media strategy, contributing creative ideas and insights to enhance the overall marketing plan.
  + Collaborate on campaigns and initiatives to drive specific objectives, such as increasing followers, engagement, and website traffic.
* **Trend Awareness:**
  + Stay up-to-date with the latest trends, algorithms, and best practices for social media and content marketing.
  + Continuously explore innovative ways to engage the target audience and differentiate our destination from competitors.
* **Administrative**:
  + Answers all incoming phone calls and directs them to the correct party.
  + Manages general email boxes with timely replies and accurate information.
  + Manages the mailing of all Adventure Guide requests
  + Handles general office administration tasks, including, but not limited to, maintaining branded inventory and creating tracking systems for trade show items.
  + Other duties as assigned

*Education And Experience*

* Bachelor’s Degree in Business, Communications, Journalism, Marketing, Public Relations, or a related field is preferred, but not required.
* Minimum of one year of proven experience in marketing, social media, communication, or content development.
* 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
* **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.*