**FOR:** Explore Butte County

**POSITION:** Travel Chico Coordinator **SALARY RANGE:** $22.00 – $26.00 hourly, non-exempt

**REPORTS TO:** Executive 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.

EBC is excited to open recruitment for a Travel Chico Coordinator. You will lead the marketing and communications efforts for the Travel Chico brand as a visitor destination. As the Travel Chico Coordinator, you will be pivotal in promoting Chico through compelling digital content creation and managing all aspects of Travel Chico’s marketing activity. Your creative skills, content development, and social media experience will enhance our destination's visibility and desirability. You will manage all development, design, printing, and distribution of all visitor-serving marketing materials and digital content. This includes brand messaging and creative to ensure that all content engages our target audiences, strengthens brand presence, and drives engagement.

***Duties & Responsibilities***

* **Brand Management**
  + Manage all creative and brand development for the Travel Chico brand.
  + Fine-tune the voice and tone of the Travel Chico brand for an out-of-market audience that will drive destination awareness and willingness to travel to Chico.
  + Development and management of the Travel Chico budget in partnership with the Executive Director and Travel Chico Tourism Committee.
* **Content Creation:**
  + Conceptualize, create, curate, and or capture visually appealing photo and video content showcasing our destination's unique attributes, attractions, and experiences within desired aesthetic and quality requirements.
  + Produce high-quality, engaging, and shareable content that aligns with our brand identity and messaging.
  + Copywrites and edits for Travel Chico website with keyword optimization to complement SEO strategy.
  + Prepares and releases press kits for media; builds campaigns and stories for unique selling points.
* **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.
* **Strategy Implementation:**
  + Manages relationships with tourism stakeholders to support overall marketing strategies. Works with BCTBID business and community partners to enhance and promote visitor-serving opportunities.
  + Work closely with the Explore Butte County marketing team to execute the destination's social media strategy, contributing creative ideas and insights to enhance destination awareness.
  + Collaborate on campaigns and initiatives with stakeholders and influencers to drive specific objectives, such as increasing followers, engagement, and website traffic.
* **Research and Trend Awareness:**
  + Collect, analyze, and report on marketing data to track campaign performance and identify areas for improvement.
  + Stay up-to-date with the latest trends, algorithms, and best practices for website, social media, and content marketing.
  + Tracks metrics to measure the effectiveness of SEO strategy and tactics.
  + Continuously explore innovative ways to engage the target audience and differentiate our destination from competitors.
* **Stakeholder Engagement:**
  + Serve as the point of contact for BCTBID businesses and community stakeholder inquiries and concerns.
  + Management of the distribution of visitor guides, maps, and brochures to BCTBID businesses and community stakeholders
* **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.

***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, business administration, communication, event planning or promotion, or marketing..
* 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.*