

Visit Madison, Inc. Position Description

Position: Marketing Assistant

Employment Status: Exempt/Full-time/Salary | Range: \$40K-44K

Reports to: Executive Marketing Director



The Marketing Assistant is responsible for monitoring market trends, create marketing/advertising campaigns, develop and maintain creative content calendars; supporting Visit Madison, Inc. tourism initiatives. Which includes but not limited to website management, social media, public relations, branding, sales, photography, marketing, advertising, video production/editing, data analyzing, technology, as well as communication and coordination activities.

Key Responsibilities:

- Assist with developing and executing media relations targeting both travel and feature media to generate destination coverage; includes working with local/regional media to generate coverage of Visit Madison, Inc. and the regional tourism industry
- Assist with planning, implementing, and monitoring marketing campaigns and developing ways to improve
- Assist with the production/management of the visitors guide, marketing and collateral materials
- Maintain performance metrics relative to goals and analyze data for making decisions
- Create content for different platforms such as social media, website, influencer opp's & press releases
- Assist with promotional activities and event committees/organization(s)
- Conduct research and analyze data to identify and define audiences
- Maintain clear communications with other team members
- Document processes and procedures of the position

Desired Skills and Experience:

- 3-5+ years' marketing experience in a role managing/developing marketing campaigns, communications; Bachelor's degree in marketing, communications, business or related field preferred
- Exceptional organizational skills with rigorous attention to detail, multitasking and strong project/time management skills
- Excellent interpersonal, verbal, storytelling and written communication skills
- Demonstrated passion and aptitude for marketing, tourism industry a plus
- Demonstrated experience/knowledge with the following:
 - Creative content calendar management
 - Social media management
 - Digital/Online Advertising
 - Layout, design, & writing for diverse channels (print, online, social, email marketing, etc.)
 - Online marketing analytics
 - Design principles, photography and video to engage audiences and provoke desired behaviors.
 - Media relations principles
- Passion for creating campaigns that put the visitor at the center of the marketing experience
- Experience managing budgets, allocating and optimizing spend
- Team player with a willingness to jump in and help with any project, no matter how small

The above is intended to describe the general content for the performance of this position. It is not to be construed as an exhaustive statement of responsibilities and duties.

Please send cover letter and resume via email to: contact@visitmadison.org by June 30, 2022.