



Marshall Tourism

Coordinator

Reports To

The Marshall Tourism Commission

Marshall City Administrator

Job Overview

The Marshall Tourism Coordinator will work collaboratively with the Marshall Tourism Commission, and Marshall City Administrator to execute the Tourism Scope of Work, as approved annually by the commission and specific public relation tasks and web site upkeep for the City of Marshall, as outlined by the City Administrator.

Responsibilities and Duties

- Execute the Tourism Scope of Work
- Prepare and maintain the Tourism Grant Summary and Reimbursement Request Record for all tourism grants
- Review reimbursement requests from tourism affiliates for eligibility and submit to City Finance Director in a timely manner twice monthly
- Maintain records of disbursed tourism grant funds and balance with City Finance Director monthly
- Distribute Marshall tourism materials, Boonslick Visitor Guide etc. to local motels, Chamber of Commerce, and tourism affiliates
- Maintain visitmarshallmo.com and marshall-mo.com web sites
- Create posting calendar for tourism social media sites including Facebook, Instagram and YouTube and incorporate ads and boosts
- Work to improve tourism marketing analytics with appropriate marketing placement in the tourism marketing mix
- Work collaboratively with the City Administrator on marketing projects as assigned to benefit tourism and the City of Marshall
- Write and submit tourism appropriate grants on behalf of Marshall or its tourism affiliates
- Respond to all visitor requests for information
- Formulate a marketing strategy to maintain contact with tourists visiting Marshall as a post visit follow-up
- Maintain a listing of all tourist appropriate businesses, venues, events on visitmo.com
- Work collaboratively with all tourism affiliates, (including attending monthly meetings) to help affiliates develop marketing plans for venues or events
- Maintain consistent office hours throughout the entire year at the Marshall Welcome Center, helping to ease staffing concerns at the Welcome Center
- Evening and weekend work will be required throughout the year

**Qualifications**

- 2 or 4 year degree in Marketing or related field preferred, or equivalent years of experience.
- 5 years of experience marketing, strategic communications or related.
- Good communication skills, including presentation, professional dress; confidential; ability to write professional copy; team player;
- Working knowledge of Word, Powerpoint, Excel and/or GoogleSheets/Docs/Slides/Calendar
- Google certification preferred
- Project management expertise a must
- Graphic Design experience preferred or at minimum experience with Canva or other graphic design program