



## **Senior Marketing & Communications Coordinator**

### **About Visit Baltimore:**

As Baltimore's official destination marketing organization, our mission is to promote, sell and encourage visitation to drive economic impact for the city and its residents.

We craft and communicate the Baltimore narrative, advance the tourism and hospitality industry and support community.

**Values:** Our day-to-day behaviors are the foundation of our workplace culture. Because of this, all our actions must come from a place of respect for ourselves, our colleagues, our customers, our community, and our stakeholders. Grounded in a foundation of respect, we embrace the following values as the principal pillars of our culture:

- Practice Mindfulness
- Empower Collaboration
- Exemplify Adaptability
- Celebrate Diversity

### **Summary:**

The Senior Marketing & Communications Coordinator is responsible for supporting public relations, communications, and marketing functions for the Visit Baltimore team.

The ideal candidate is a positive, team player that's eager to learn and take on independent responsibilities in support of the larger team. Must be able to thrive in a matrixed organization that fosters a fast-paced, collaborative, and results-based work environment.

### **Essential Duties and Responsibilities:**

#### **PR/Communications**

- Support public relations and corporate communications functions including connecting with hospitality partners to develop journalist itineraries, coordinating and co-chaperoning journalist visits, and triaging journalist inquiries.
- Drafting media advisories and pitches
- Assisting the team at press events
- Other duties as assigned

#### **Marketing**

- Support marketing functions including contributing to content brainstorm sessions
- Advertising planning and the assembly of campaign recaps and presentation decks
- Assisting with grant administration and reporting
- Other duties as assigned

## **General**

- Provide general administrative and event support for the department as needed
- Continually contribute to furthering the goals of the organization and department
- Comply with company policies and procedures

## **Qualification Requirements:**

- Preferred Associates degree or higher, with 2+ years' PR, Communications or Marketing experience. Knowledge of hospitality, meetings, and conventions and/or tourism industries preferred. Interest in influencer marketing and event planning a plus.
- Passion for news, trends, and all things Baltimore
- Enjoys social events and interactions
- Extremely organized, detail and process oriented and able to consistently meet deadlines
- Demonstrates superior writing, editing, fact-checking, researching and proofreading skills with the ability to incorporate Visit Baltimore's writing style and brand tone of voice
- Able to work independently with minimal supervision and make routine decisions on own
- Team player with ability to demonstrate flexibility related to job tasks when required
- Excellent communication and customer service skills in dealing with internal and external customers
- Computer proficiency with Microsoft Office suite, Office 365 and Outlook
- Flexible work schedule to include occasional evening and weekend hours as needed
- A positive attitude, dependability and professionalism is a must

**Interested candidates should forward their cover letter, resume, and salary requirements to [resumes@baltimore.org](mailto:resumes@baltimore.org).** Visit Baltimore is an Equal Opportunity Employer.